

LISTA COMPLETĂ DE LUCRĂRI PUBLICATE
Conf univ. dr. ALT (fost căs. Juhász) MÓNIKA ANETTA

a) Teza de doctorat

Titlul tezei de doctorat: Studiu privind aplicarea marketingului în comerţul cu amănuntul

Coordonator ştiinţific: Prof. univ. dr. Constantin NEGRUŢ

Domeniul: Marketing

Data susţinerii publice: 27 martie 2009

b) Cărţi şi capitole în cărţi

1. Benedek J., (editor), **Alt Mónika Anetta**, 2020, Erdély. *Tér, Gazdaság, Társadalom, cap. 10.2 Belkereskedelem – Comerţul Intern*, Publicat de Editura Iskola Alapítvány Kiadó – Kolozsvári Egyetemi Kiadó, 381- p., 401 p., Iskola Alapítvány Kiadó: ISBN 978-606-94721-5-6; Kolozsvári Egyetemi Kiadó: ISBN 978-606-37-0725-4
2. Săplăcan Zsuzsa, **Alt Mónika Anetta**, Seer László, Bertalan Zsolt, 2014, *Marketing Példatár*, Risoprint, Cluj-Napoca, 120 p. ISBN 978-973-53-1238-1
3. Benedek J., (editor), **Alt Mónika Anetta**, 2011, *Románia. Tér, Gazdaság, Társadalom, cap. 11.5 Belkereskedelem – Comerţul Intern*, Editura Institutului pentru Studierea problemelor minorităţilor naţionale, Publicat de Editura Kriterion, 373-385 p., 502 p., ISBN 978-606-92744-6-0, ISBN 978-973-26-1038-1
4. **Alt Mónika Anetta**, 2009, *Marketing a kiskereskedelemben és a kiskereskedelmi tevékenységek értékelése, Marketingul în comerţul cu amănuntul şi evaluarea activităţii de comerţ*, Egyetemi Műhely Kiadó, Cluj-Napoca, 207 p., ISBN 978-606-8145-02-0
5. Horváth Gy. (coord.), coautor **Alt Mónika Anetta**, 2009, *A Kárpát-medence régiói 5. Dél-Erdély Bánság, 7.3.4. Fejezet Kereskedelem Dél Erdély és Bánságba - Cap. 7.3.4. Comerţul în Banat şi în Sudul Ardealului*, publicat de Magyar Tudományos Akadémia Regionális Kutatások Központja - Academia Maghiara - Centru de Cercetari Regionale, p. 346-352, 582 p., ISBN 963 9052 337 Ö, ISBN 978 963 9899 12 4
6. **Alt Mónika Anetta**, Pál Zsuzsa, Vorzsák Álmos, *A marketing alapjai – Munkafüzet – Bazele Marketingului – Culegere de probleme*, Alma Mater 2008, 102 p., ISBN 978-606-504-032.
7. Vorzsák Álmos, Kánya Hajnalka, **Juhász Mónika Anetta**, Pál Zsuzsa, Szegő József, *A marketing alapjai 4. kiadás – Bazele Marketingului ediţia a 4 -a, 8.7 Fejezet: Pozicionálás*, Alma Mater, 2007, 295-304 p., 502 p. ISBN 978-973-7898-79-1
8. Horváth Gy. (coord.), coautor **Juhász Mónika Anetta**, 2006, *A Kárpát-medence régiói 4. Északnyugat-Erdély, Turizmus – A turizmus szerepe az Északnyugati régió gazdaságában 1998 és 2004 között – Turizmul- Roll turismului în economia Regiunii Nord Vest între 1998 şi 2004*, Magyar Tudományos Akadémia Regionális Kutatások Központja (Academia Maghiara Centru de Cercetari Regionale), 334-343 p., 584 p. ISBN 963 9052 33 7 Ö, ISBN-10: 963-9052-71-X, ISBN-13: 978-963-9052-71-0
9. Vorzsák Álmos, Kánya Hajnalka, Szegő József, **Juhász Mónika Anetta**, *A marketing alapjai 3. kiadás – Bazele Marketingului ediţia a 3 -a*, Alma Mater, 2006, 477 p. ISBN 973-7898-27-3
10. Vorzsák Álmos, Szegő József, **Juhász Mónika Anetta**, *Szolgáltatásmarketing – Marketingul Serviciilor*, Alma Mater, Cluj-Napoca, 2005, Capitolele 1.3 (11 p.), 1.4 (12-18p.), 2.2 (28-33 p.), 3.4 (45-50 o.), 218 p. ISBN 973-7898-19-2
11. **Juhász Mónika Anetta** coautor la *Romániai Magyar Évkönyv 2004-2005- Anuarul Maghiar din România 2004-2005*, Fundaţia Diaspora – Editura Marineasa Timişoara, 2005, 514- 531 p., 802 p., ISBN 973-631-221-6

12. **Juhász Mónika Anetta** coautor (29) *Román – Magyar Gazdasági Szakszótár – Dicționar Economic Român Maghiar*, Asociația Economiştilor Maghiari din România, Cluj-Napoca, 2005, 314 p., ISBN 973-0-04051-6.
 13. Vorzsák Álmos (coordonator), Nicoleta D. Paina, Marius D. Pop, Marcel C. Pop, Voicu C. Nistor, Alexandru Nedelea, Radu Ilieș, Smaranda Cosma, Raluca Comiati, Szegő Iosif, Radu Cocean, Mihai Băcilă, Cristina Szabo, Ovidiu Moisescu, **Juhász Mónika Anetta** cartea *Marketingul serviciilor – Capitolul Marketingul Sportiv*, Presa Universitară Clujeană, Cluj-Napoca 2004, 387-399 p., 433 p., ISBN 973-610-305-6
- c) **Articole/studii în extenso, publicate în reviste din fluxul științific internațional principal (ISI)**
1. Pop Rebeka-Anna, Săplăcan Zsuzsa, Dabija Dan-Cristian, **Alt Mónika-Anetta**, 2021, The Impact of Social Media Influencers on Travel Decisions: the Role of Trust in Consumer Decision Journey, *Current Issues in Tourism*, Vol. ISSN 1368-3500, DOI: 10.1080/13683500.2021.1895729, WOS:000628036700001
Publisher: Taylor & Francis
 2. **Alt Mónika-Anetta**, Săplăcan Zsuzsa, Benedek Botond, Nagy Bálint Zsolt (2021), Digital Touchpoints and Multichannel Segmentation Approach in Life Insurance Industry, *International Journal of Retail & Distribution Management*, Vol. 49, No. 5, pp. 652-677, ISSN:0959-0552, DOI: 10.1108/IJRDM-02-2020-0040, WOS: 000609233300001
Publisher: Emerald
<https://www.emerald.com/insight/content/doi/10.1108/IJRDM-02-2020-0040/full/html>
 3. **Alt Mónika-Anetta**, Berezvai Zombor, Agárdi Irma, 2021, Harmony-oriented retail innovations and financial performance, *European Journal of Innovation Management*, Vol. 24, No. 4, pp. 1379-1399, ISSN: 1460-1060, DOI: 10.1108/EJIM-04-2020-0145, WOS:000557517300001
Publisher: Emerald
<https://www.emerald.com/insight/content/doi/10.1108/EJIM-04-2020-0145/full/pdf?title=harmony-oriented-retail-innovations-and-financial-performance>
 4. Pop Rebeka-Anna, Săplăcan Zsuzsa, **Alt Mónika-Anetta**, 2020, Social media goes green – the impact of social media on green cosmetics purchase motivation and intention, *Information-Special Issue "Green Marketing"*, 11 (9), pp. 447, ISSN 2078-2489, DOI: 10.3390/info11090447, WOS: 000580025500001
Publisher: MDPI
<https://www.mdpi.com/2078-2489/11/9/447>
 5. Nagy Bálint Zsolt, **Alt Mónika-Anetta**, Benedek Botond, Săplăcan Zsuzsa, 2020, How does loss aversion and technology acceptance affect life insurance demand?, *Applied Economics Letters*, Vol. 27, No. 12, pp. 977-981, ISSN 1350-4851, eISSN 1466-4291, DOI: 10.1080/13504851.2019.1650882, WOS:000480943500001
Publisher: Taylor & Francis
<https://www.tandfonline.com/doi/epub/10.1080/13504851.2019.1650882?needAccess=true>
 6. **Alt Mónika-Anetta**, Săplăcan Zsuzsa, Berács József, 2019, Managerial Framework for Bank Advertising, *International Journal of Bank Marketing*, Vol. 37, No.7, pp.1547-1565, ISSN: 0265-2323, DOI: 10.1108/IJBM-10-2018-0288, WOS: 000488530300003
<https://www.emerald.com/insight/content/doi/10.1108/IJBM-10-2018-0288/full/pdf?title=managerial-framework-for-bank-advertising>
Publisher: Emerald
 7. **Alt Mónika-Anetta**, Săplăcan Zsuzsa, 2019, Are bank advertisement appeals adapted to local culture? - Lessons from multinational banks present in Romania and Hungary, *European Journal of International Management*, Vol. 13, No.4, pp.533–552, ISSN print 1751-6757; ISSN online: 1751-6765, DOI: 10.1504/EJIM.2018.10014151, WOS: 000476630300006
Publisher: Inderscience
<https://www.inderscience.com/offer.php?id=100801>
 8. **Alt Mónika-Anetta**, Săplăcan Zsuzsa, Berács József, 2017, Social responsiveness in bank communication to costumers before the economic crisis - the case of Swiss franc loans in Hungary and Romania, *Journal of East European Management Studies*, Vol 22 (3), 287-316., ISSN: 0949-6181, DOI: 10.5771/0949-6181-2017-3-287, WOS: 000426389800002

Publisher: Nomos Verlagsgesellschaft mbH

<https://www.jstor.org/stable/pdf/44507674.pdf?refreqid=excelsior%3A469bfd2e7c2811493b3fdcbd0143b2ad>

d) Articole/studii în extenso, publicate în reviste din fluxul științific internațional principal (BDI)

1. **Alt Mónika-Anetta**, Vizeli Ibolya, Săplăcan Zsuzsa, 2021, Banking with a Chatbot – a Study of Tehnology Chatbot, *Studia Universitatis Babeş-Bolyai Oeconomica*, Vol. 66 Issue 1., pp 13-35, ISSN (print): 1220-0506, ISSN (online): 2065-9644, DOI: 10.2478/subboec-2021-0002
<https://www.ceeol.com/search/article-detail?id=947898>
2. Vizeli Ibolya, Alt Mónika Anetta, 2020, A mobiltelefonos fizetés elfogadása az erdélyi Z generáció körében, *Közgazdász Fórum/Forum on Economics and Business*, Vol. 23, Issue 142, pp. 20-50. ISSN 1582-1986
http://193.231.19.17/kozgazdaszforum.ro/admin/upload/480_KF2020_1_cikk2.pdf
3. Săplăcan Zsuzsa, **Alt Mónika Anetta**, Pop Rebeka-Anna, 2019, The evolution of marketing skills in the age of digitalisation / A marketing kompetenciák evolúciója a digitalizáció korában, *Forum on Economics and Business / Közgazdász Fórum*, Vol. 22 Issue 138. pp 3-21.
4. Agárdi Irma, Berezvai Zombor, **Alt Mónika Anetta** (2017), A nemzetközi diverzifikáció, az innováció és a teljesítmény kapcsolata az élelmiszer-kiskereskedőknél, *Közgazdasági szemle Economic Review*, 64 (július-augusztus):7-8, pp. 805-822, DOI: 10.18414/KSZ.2017.7-8.805
<http://www.kszemle.hu/tartalom/cikk.php?id=1713>
ISSN 1588-113X, elektronikus 0023-4346
5. **Alt Mónika Anetta**, 2013, *Measuring Romanian Large FMCG Retail Chains Efficiency During the Period Economic Crisis Between 2006-2011*, *Studia Negotia Universitatis Babeş-Bolyai*, Vol. 58 (LVIII) 2013 March, No. 1/2013, 5-21 pp., ISSN; 1224-8738
Data bases: CEEOL (2008), EBSCO (2009), Proquest (2007), Crosbi (2005), CABELL'S (December 2011), RePEc (July 2012), DOAJ (2012).
http://www.studia.ubbcluj.ro/serii/negotia/index_en.html
6. **Alt Mónika Anetta**, 2012, *Romanian Chees Market Segmentation*, *International Conference on Marketing: Marketing from Information to Decision 5nd Edition 25-26 October 2012*, Editura Risoprint, 31-42 p., ISSN 2067-0338.
Data bases: CEEOL, Ulrichs, Cabells, EBSCO, ProQuest.
<http://www.econ.ubbcluj.ro/mid/>
7. **Alt Mónika Anetta**, 2012, *Measuring romanian do-it-yourself retail chains efficiency during the economic crisis*, *Market-Tržste*, University of Zagreb Faculty of Economics and Business, Croatia, Vol. XXIV, br. 1, 85-102 p., ISSN 03534790
Data Bases: C.E.E.O.L., EBSCO, ProquestABI/INFORM, Scopus
www.efzg.unizg.hr/trziste
8. **Alt Mónika Anetta**, Pál Zsuzsa, Seer László, 2012, *Using the Theory of Technology Acceptance Model to Explain Teenagers' Adoption of Smartphones in Transylvania*, *Studia Negotia Universitatis Babeş-Bolyai*, Vol. 57 (LVII) 2012 March, No. 1/2012, 3-20 p. ISSN; 1224-8738
Data bases: CEEOL (2008), EBSCO (2009), Proquest (2007), Crosbi (2005), CABELL'S (December 2011), RePEc (July 2012), DOAJ (2012).
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9. **Alt Mónika Anetta**, Pál Zsuzsa, 2012, *Mérlegen a Marketingeredmények – Evaluarea Rezultatele activităţii de marketing*, *Közgazdász Fórum*, Romániai Magyar Közgazdász Társaság, XV. evf, 104.szám, 25-40 p., ISSN 1582-1986.
Data bases: EBSCO (2010), Proquest (2010)
<http://www.rmkt.ro/publikacok-reszletek/koegzadasz-forum.html>
10. **Alt Mónika Anetta**, Pál Zsuzsa, 2011, *Should We Segment the Mobile Phone Market in Case of the Romanian Teenagers?*, *Marketing – from Information to decision International Conference*, 30-31 Octombrie 2011, 36-47 p., ISSN 2067-0338.
Data bases: CEEOL, Ulrichs, Cabells, EBSCO, ProQuest.
<http://www.econ.ubbcluj.ro/mid/>
11. **Alt Mónika Anetta**, Herman Gábor, 2010, *Okos- és hagyományos telefon használata az erdélyi fiatalok körében*, *Közgazdász Fórum*, Romániai Magyar Közgazdász Társaság, XIII. evf, 96.szam, 55-69.p., ISSN 1582-1986.Data bases: EBSCO (2010), Proquest (2010)
<http://www.rmkt.ro/publikacok-reszletek/koegzadasz-forum.html>

12. Heidrich B., **Alt Mónika Anetta**, 2009, *Godfather management? The Role of Leaders in Changing Organizational Culture in Transition Economies: a Hungarian-Romanian Comparison*, Management Journal, Vol 4, No. 4, 309-327 p., ISSN 1854-4223, Printed Edition, ISSN 1854-4231, *Web Edition* Data Bases: Directory of Open Access Journals, EconPapers, Cabell's Directory of Publishing Opportunities, EBSCO
www.mng.fm-kp
13. **Alt Mónika Anetta**, 2009, *Performance Measurement in Retail a Theoretical Approach*, International Conference on Marketing: Marketing from Information to Decision 2nd Edition, Editura Risoprint, ISSN 2067-0338, 53-64 p.
Data bases: CEEOL, Ulrichs, Cabells, EBSCO, ProQuest.
<http://www.econ.ubbcluj.ro/mid/>
14. Dan Cristian Dabija, Ioana N. Abrudan, **Alt Mónika Anetta**, 2009, Retail Marketing Instruments – an Analytic Approach, Revista Tinerilor Economiști, anul 7, special Issue, November, 85-96 p., ISSN 1583-9982
Indexare: Ebsco, Cabbels, Repec, Econpaoers, CEEOL
<http://stat257.central.ucv.ro/rte/>

e) Publicații în extenso, apărute/prezentate în lucrări ale principalelor conferințe internaționale de specialitate

1. Vizeli Ibolya, **Alt Mónika Anetta**, Săplăcan Zsuzsa, 2020, Banking With a Chatbot – A Study on Technology Acceptance, Változás, Újratervezés és Fejlődés című konferencia, Pécsi Tudományegyetem Közgazdaságtudományi Kara 50 éves jubileuma, 2020 November 5-6, Pécs, Hungary.
<https://ktk.pte.hu/hu/karunkrol/50-eves-a-pecsi-kozgazdaszkepzes/tudomanyos-konferencia-valtozas-ujratervezes-es-fejlodes>
2. **Alt Mónika Anetta**, Săplăcan Zsuzsa, 2020, Profiling digital marketing professionals – a study on demanded skills, EMAC Regional Conference Challenging the Status Quo in Marketing Research, 2020 September 16-19, Zagreb, Croatia.
<https://www.efzg.unizg.hr/emacregional2020>
3. **Alt Mónika Anetta**, Agárdi Irma, Berezvai Zombor, 2018, Acceptance of mobile payment at retailer's point of sales: the moderating role of national culture, 9th EMAC Regional Conference Marketing Challenges, Inovations and Trend sin Emerging Markets, 2018 September 12-14, Prague, Czehia.
<https://emacconference2018.vse.cz/>
4. Bauer András, Gáti Mirkó, **Alt Mónika Anetta**, 2018, Digitális és közösségimédia-eszközök hatásai az értékesítési folyamatra, XXIV. Országos Konferencia, A hatékony marketing. EMOK 2018 Nemzetközi Tudományos Konferencia konferenciakötete EMOK Révkomárom, Szlovákia, Selye János Egyetem: Komárom pp. 620-628. ISBN 978-80-8122-236-8
<https://emok.hu/emok2018>
5. **Alt Mónika Anetta**, Săplăcan Zsuzsa, Berács József, 2017, Linking theory and practice in banking advertising, 8th EMAC Regional Conference Bridging the Marketing/Theory practice Gap and the Competitiveness of New Europe, 2017 September 20-22, Timișoara, Romania.
6. Berezvai Zombor, Agárdi Irma, **Alt Mónika Anetta**, 2017, International diversification, and marketing innovation: surviving strategies of FMCG retailers in a time of crisis, 8th EMAC Regional Conference Bridging the Marketing/Theory practice Gap and the Competitiveness of New Europe, 2017 September 20-22, Timișoara, Romania.
7. Săplăcan Zsuzsa, **Alt Mónika Anetta**, Berács József, 2017, Árkommunikációs magatartás a hitelreklámokban – Magyarország és Románia esete, XXIII. Országos Konferencia, EMOK Pécs.
<https://emok.hu/emok2017>
8. Berezvai Zombor, Agárdi Irma, **Alt Mónika Anetta**, 2017, Az FMCG kiskereskedők földrajzi terjeszkedésében és innovációs tevékenységében lévő különbségek hatása a vállalatok teljesítményére, XXIII. Országos Konferencia, EMOK Pécs.
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9. Berezvai Zombor, Agárdi Irma, **Alt Mónika Anetta**, 2017, Geographical Expansion and Innovation Patterns Related to the Change of Performance of FMCG Retailers, 46th International Conference of European Marketing Academy, Hosted by the University of Groningen, in 23-26 May, 2017. ISBN: 978-90-367-9912-6, pp.138
<http://www.emac-online.org/r/default.asp?id=FMLGJL>
10. Agárdi Irma, **Alt Mónika Anetta**, Berezvai Zombor, 2016 A nemzetközi diverzifikáció hatása az európai kiskereskedelmi vállalatok innovációs tevékenységére és teljesítményére, XXII. Országos Konferencia, EMOK Debrecen.
<https://emok.hu/emok2016>
11. Agárdi Irma, **Alt Mónika-Anetta**, Berezvai Zombor, 2016, How international diversification influences the innovation activity and performance of the large European grocery retailers?, 45th International Conference of European Marketing Academy, Hosted by the Norwegian Business School, in 24-27 May, 2016. ISBN: 978-82-8247-284-5, pp. 223.
<http://www.emac-online.org/r/default.asp?id=FMLGJL>
12. Agárdi Irma, **Alt Mónika**, 2015, Impact of diversification on innovation and performance of European retailers, International Society for Professional Innovation Management, 2015.06.14-17,
<http://conference.ispim.org/>
13. **Alt Mónika Anetta**, Berács J, Săplăcan Zs, Kovács Zs, (2015), Cooperations between universities and companies: A Hungarian-Romanian case-based comparison, in: Daly P, Reid, K, Buckley, P & Reeve, S (2015) Proceedings of the 22nd EDINEB Conference: Critically Questioning Educational Innovation in Economics and Business: Human Interaction in a Virtualising World, Haarlem, The Netherlands: EDINEB Association. 10-14 o., ISBN: 978-1-910172-02-5
14. **Alt Mónika Anetta**, Săplăcan Zsuzsa, Veress Enikő, (2014), Message Strategies in Effective Advertisements, International Conference on Marketing from Information to Decision, Cluj-Napoca, 7-8th November, Conference proceeding 7th Edition, E. Risoprint, ISSN 2067-0338, ISSN-L 2067-0338, 24-39 pp.
Full text Databases: ProQuest, EBSCO, CEEOL, Cabell's Directories, Ulrichsweb Global Serials Directory, Index Copernicus, Zeitschriftendatenbank (ZDB)
15. **Alt Mónika Anetta**, Berács József, 2014, Săplăcan Zsuzsa, *Exotic Bank Products in Emerging Economies during Crisis*, 1st AIB-CEE Chapter Conference – Competitiveness of the CEE Region in the Global Economy, October 9-14, 2014, Budapest, Hungary
<http://aib-cee-conference.com>
16. **Alt Mónika Anetta**, Săplăcan Zsuzsa, Berács József, 2014, Optimum Advertising Expenditures in Bank Sector during and after the Great Recession, 5th EMAC Regional Conference Marketing Theory Challenges in Emerging Markets, 2014 September 24-26, Katowice, Poland, University of Economics in Katowice 23-27, pp. ISBN: 978-83-7875-210-3
<http://www.emacregional.ue.katowice.pl/>
17. **Alt Mónika Anetta**, Berács József, 2013, *Advertising Expenditures during the Recession Periods Comparison between Hungary and Romania*, European Marketing Academy (EMAC) Regional Conference, September 25-27, Saint-Petersburg, Russia, ISBN 978-5-9924-0081-6, 16-23 pp.
18. Dan Cristian Dabija, **Alt Mónika Anetta**, 2012, *The economic crisis an opportunity for retailers in Romania*, International Conference Crisis Aftermath Economic policy changes in the EU and its Member States, 8th-9th March 2012, University of Szeged, Hungary
19. **Alt Mónika Anetta**, Pál Zsuzsa, Seer László, 2011, *The "Smart" High School Students – Young Mobile Phone Users In Transilvania*, European Marketing Academy (EMAC) Regional Conference, September 22-23, Iași Romania, ISBN 978-973-640-681-2, 8-14 p.
20. **Alt Monika Anetta**, Dan Cristian Dabija, 2010, *Efficiency in Romanian's Hypermarket: Data Envelopment Analysis*, European Marketing Academy (EMAC) Regional Conference, September 24-25, Hungary, Edited by András Bauer, Irma Agárdi, Conference Proceedings, Published by Corvinus University of Budapest, Marketing and Media Institute, printed by D-Plus Kft, ISBN: 978-963-503-419-2, p.12-19.

21. Dan Cristian Dabija, Pop Nicolae Al., **Alt Monika Anetta**, Pelau Corina 2010, *Consumers Perception of Retail Formats – Diachronic Research in Romania*, European Marketing Academy (EMAC) Regional Conference, September 24-25, Hungary, Edited by András Bauer, Irma Agárdi, Conference Proceedings, Published by Corvinus University of Budapest, Marketing and Media Institute, printed by D-Plus Kft, ISBN: 978-963-503-419-2, p.374-380.
22. Dan Cristian Dabija, **Alt Monika Anetta**, Ioana N. Abrudan, 2009, *A kiskereskedelmi marketing mix fogyasztói eszlelese a romaniai piacon - Empirical Considerations regarding Consumers Perception on an emerging market – A case study on Retailers in Romania*, Conferință Internațională – European Kihívások V. Nemzetközi Tudományos Konferencia, Mérnöki Kar Szegedi Tudományegyetem, Október 16, 2009. Október 16.
www.veukihivasok.mustra.hu
23. Plăiaș I., **Alt Mónica Anetta**, Pál Zsuzsa, *Az érem két oldala: marketing oktatás interdiszciplináris jellege oktatói és diák szemszögből Romániában*, Marketing Oktatók Klubja - 14. Országos Konferencia Budapesti Corvinus Egyetem, Marketing és Média Intézet, 28-29 August, 2008.
24. Plăiaș I., **Juhász Monika Anetta**, 2006, *A Research on the Interest of the Romanian Companies for Upstream Market*, IABE, October 15-18, 2006, Las Vegas, Nevada, USA
25. Plăiaș Ioan, **Juhász Monika Anetta**, *Features Concerning The Involvement Of Romanian Firms In Partnership With Their Suppliers*, International Conference Trans 05 - Common Europe - Sustainable Growth Of Company And The Relations With Its Stakeholders Warszawa 2005, Oktober 20-21 Polonia, Szkoła Główna Handlowa w Warszawie, 2005, pag 143-150, ISBN 83-7378-173-0
26. Matis Dumitru, **Juhász Monika Anetta**, *A Romániai Vállalatok Verseny képességének Vizsgálata A Társadalmi Felelősségvállalás Tükrében – Competitivitatea firmelor românești din perspectiva responsabilității sociale*, 5th International Conference Miskolc Lillafüred – Ungaria, May 11-12, 2005, pag. 65-72
27. Ioan Plăiaș, Raluca Comiati, **Juhász Mónica Anetta**, *Romanian Milk Market Oportunities*, 3rd International Conference for Young Researshers 28-29 September 2004, Gödöllő Volume II., Szent István Egyetemi kiadó Gödöllő, pp. 190-198 ISBN: 963-9483-44-3

f) Alte lucrări și contribuții științifice

g1) Articole publicate în reviste de specialitate necotate BDI

1. Săplăcan Zs., **Alt M. A.**, Berács J. (2018) Árkommunikációs magatartás a hitelreklámokban – Magyarország és Románia esete, *The Hungarian Journal of Management and Marketing*, vol. LII, special edition.
ISSN: 1219-0349
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3. **Vizeli Ibolya, Alt Mónika Anetta**, 2019, *The Generation Z Consumers’ Attitude toward NFC Mobile Payment in Retail – a Romanian Perspective*, 12th Edition of the International Conference Marketing – from Information to decision International Conference, 25-26 October
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5. **Alt Mónika Anetta**, Săplăcan Zsuzsa, Páll Renáta, 2017, *Cultural values reflected in bank advertising appeals – a cross-cultural study*, 3rd edition of the International Conference on Economics and Business Management – ICEBM, 2017, October 27, Cluj-Napoca, Romania
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F. Proiecte și granturi

1. 2021 – **Bursă de îndrumare cercetare student** prin programul Balassi Bálint – ösztöndíjprogram Klebelsberg Kuno tehetségdonozó. Perioada: 11 martie-10 iulie 2021. Finanțat de Külgazdasági és Külügyminisztérium - Ministerul Extern al Ungariei. Contract nr. KKM/14395/2021/Adm
2. 2021 – **Bursă de cercetare** Domus la Universitatea Corvinus Budapesta, pe tema “Acceptarea plății la magazine prin telefonul mobil în România și Ungaria în contextul pandemiei/A mobil fizetés elfogadása a kiskereskedelmi egységekben Romániában és Magyarországon – a járvány kontextusában. Perioada: 1-12 Septembrie 2021. Finanțat de Academia de Științe Maghiară; Contract nr. 1933/12/2021/HTMT.
3. 2020 – 2021 - **Programe de susținere a cercetării-competitivității-excelentei**, UBB - Granturi pentru Susținerea Cercetării de Excelență, contract nr. AGC33566/14.07.2021, valoare 250 euro; articol: „Harmony-oriented retail innovations and financial performance”
4. 2020 – 2021 - **Programe de susținere a cercetării-competitivității-excelentei**, UBB - Granturi pentru Susținerea Cercetării de Excelență, contract nr. AGC33565/14.07.2021, valoare 100 euro; articol: „Digital Touchpoints and Multichannel Segmentation Approach in Life Insurance Industry”
5. 2020 – **Membri în proiectul de cercetare** (4 membri): Cariere 4.0 – Poziții și competențe noi de marketing digital prin prisma anunțurilor de angajare din România, Director proiect: dr. Săplăcan Zsuzsa. Perioada: 01.06.2020 – 01.11.2020. Finanțator: Academia de Științe Maghiară. Cod proiect 1872/29/2020/HTMT.
6. 2020 – 2021 - **Director proiect de cercetare** (2 membri): Economia bazată pe cunoaștere – analiza sectorului terțiar și cvaternar în Ardeal/A tudás-alapú gazdaság lehetőségei Erdélyben – a tercier és a kvaterner szektor elemzése. Perioada: 21.07.2021-20.01.2021. Finanțator: Societatea Muzeului Ardelean, Cluj-Napoca.

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8. 2019 – **Bursă de cercetare** Domus la Universitatea Corvinus Budapesta, pe tema “Acceptarea plății la magazine prin telefonul mobil în România și Ungaria – efectul de moderare al culturii naționale/A mobil fizetés elfogadása a kiskereskedelmi egységekben Romániában és Magyarországon – a kultúra moderáló hatása. Perioada: 7-21 August 2019. Finanțat de Academia de Științe Maghiară; Contract nr. 3031/I/2019/HTMT.
9. 2019 – **Director proiect de cercetare** (2 membri): Acceptarea plății la magazine prin telefonul mobil în rândul tinerilor din Ardeal/A mobil telefonos fizetés elfogadása a kiskereskedelmi üzletekben az erdélyi fiatalok körében. Perioada: 01.07.2019-31.12.2019. Finantator: Societatea Muzeului Ardelean, Cluj-Napoca. Contract nr. 330.2/2019.
10. 2018 – 2019 - **Director proiect de cercetare echipe** (4 membri) cu titlu “Digital technology acceptance in the life insurance purchasing process – the case of Romania and Hungary”. Perioada: 2018 sept. – 2019 martie. Finanțat de Academia de Științe Maghiară prin contract nr. 4039/1/2018/HTMT, în valoare de 1.000.000 HUF.
11. 2018 – **Expert** pentru Ungaria în proiectul ”Posibile abordări ale politicilor la nivelul UE și național în perspectiva Președenției române a Consiliului Uniunii Europene (Consiliul UE)”, coordonat de Academia de Studii Economice din București. Tema: Migration and Mobility in the European Union Hungary Report. Perioada: 1 octombrie- 10 noiembrie 2018.
12. 2018 – **Membru în proiectul de cercetare** intitulat "Intelligens szakosodást szolgáló intézményi fejlesztések a Budapesti Corvinus Egyetem székesfehérvári Campusán" finanțat din Fonduri Europene prin programul Széchenyi 2020 program EFOP-3.6.1-16-2016-00013
13. 2018 – **Director proiect de cercetare** (2 membri): Publicitate responsabilă în sectorul bancar – analiza reclamelor bancare din România și Ungaria în perioada 2006-2014/ Felelős reklámkommunikáció a bankszektorban – romániai és magyarországi banki reklámok elemzése 2006-2014 között. Perioada: 01.05.2018-31.12.2018. Finantator: Societatea Muzeului Ardelean, Cluj-Napoca. Contract nr. 360.5.1/2018/BGA.
14. 2017 – **Bursă de cercetare** Domus la Universitatea Corvinus Budapesta, pe tema “Clasificarea inovațiilor de marketing al retailerilor FMCG/Az FMCG kiskereskedők marketinginnovációinak a klasszifikációja”. Perioada: 10-20 Iulie 2017. Finanțat de Academia de Științe Maghiară. Contract nr. 2763/2/2017/HRMT.
15. 2016 – **Bursă de cercetare** Domus la Universitatea Corvinus Budapesta, pe tema “Relația dintre internaționalizarea retailerilor și tipurile de inovații/Nemzetközi diverzifikáció és az innováció típusok közötti kölcsönhatások a kiskereskedelem”. Perioada: 5-19 Iulie 2016. Finanțat de Academia de Științe Maghiară. Contract nr. 2937/2/2016/HTMT.
16. 2016 – **Bursă de cercetare** cu titlu Mesaje publicitare bancare eficiente în ultimii 10 ani în România și Ungaria. Perioada: aprilie – septembrie 2016. Finanțat de Fundația Pallas Athéné Domus Mentis prin contract nr. TAM 000008/2016, în valoare de 900.000 HUF.
17. 2015 – **Bursă de cercetare** Domus la Universitatea Corvinus Budapesta, pe tema contribuția bugetului de marketing la eficiența activității bancare în perioada 2007-2014. Perioada: 7-21 Iulie 2015. Finanțat de Academia de Științe Maghiară. Contract nr. 3252/I/2015/HTMT.
18. 2013-2014 – **Academic coordinator**, ERASMUS IP Managing the responsible organization.
19. 2014 – **Bursă de cercetare** Domus la Universitatea Corvinus Budapesta, pe tema Responsabilitate socială în cadrul publicității bancare, studiul de caz al creditelor în franci elvețieni în Ungaria și România. Perioada: 6-20 Iulie 2014. Finanțat de Academia de Științe Maghiară. Contract nr. 3427/50/2014/HTMT.
20. 2011 – 2013 **Membru în proiectul** ENELFA – Entrepreneurship by E-learning for Adults, având parteneri: Budapesti Gazdasági Főiskola, Ecole de Management de Normandie și Universitatea Babeș-Bolyai.
21. 2013 – **Bursă de cercetare** Domus la Universitatea Corvinus Budapesta, pe tema „Rentabilitatea activității de marketing”. Perioada: 5-17 Martie 2013. Finanțat de Academia de Științe Maghiară. Contract nr. DM/126/2012.
22. 2008 – 2009 – **Membru în proiectul de cercetare**: Cercetare privind cererea și oferta produselor bio pe piața din Cluj-Napoca, Proiect finanțat de Asociația Bolyai. Valoare proiect 14.315 RON, având coordonator pe prof. univ. dr. Vorzsák Álmos

23. 2008 – *Membru în proiectul de cercetare* Evaluarea potențialului și a oportunităților de valorificare a resurselor în economia regiunilor montane - Workshop internațional, aprobat de CNCSIS, având coordonator pe prof. univ. dr. Plăiaș Ioan
24. 2005 – *Bursă de cercetare* de la Societatea Bolyai, pe tema „Promovarea marketingului în comerțul cu amănuntul”. Perioada: iunie-septembrie 2015. Finanțat de Societatea Bolyai. Contract nr. 113/13.06.2005.
25. 2004 – 2006 *Membru al echipei de cercetare* grant 401 aprobat de CNCSIS, cu titlul: Cercetare comparativă privind factorii de influență a eficienței Leadershipului strategic la întreprinderile mici și mijlocii în contextul globalizării și regionalizării, valoare proiect 32.110 RON având coordonator pe prof. univ. dr. Dumitru Mățiș.

Recenzie de carte

- *A concepe, a redacta și a publica un articol științific – O abordare în contextul cercetării economice*, Vasile Dinu, Gheorghe Săvoiu, Dan-Cristian Dabija, Editura ASE, București, România 402 oldal, ISBN: 978-606-505-34-0095-7, Forum on Economics and Business, 2016, Vol. 19 no. 128.
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Facultatea de Marketing (Prof. univ. dr. dr. h.c. Nicolae Al. Pop, Conf. univ. dr. Ionel Dumitru, Conf. univ. dr. Eva-Cristina Petrescu), respectiv Facultatea de Administrarea Afacerilor (Lect. univ. dr. Corina Monica Pelău) a Academiei de Studii Economice din București, cât și de la Facultatea de Științe Economice și Gestiunea Afacerilor (Lect. univ. dr. Dan-Cristian Dabija) a Universității Babeș-Bolyai Cluj-Napoca.

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Semnătura
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