

# LISTA DE LUCRĂRI

**POPESCU A. Ruxandra-Irina**

**Doctor/din 25.01.2006, Profesor/din 01.10.2015**

**A. LISTA LUCRĂRILOR CONSIDERATE RELEVANTE PENTRU REALIZĂRILE PERSONALE PROPRII** considerate de candidat a fi cele mai relevante pentru realizările profesionale proprii, care sunt incluse în format electronic în dosar și care se pot regăsi și în celelalte categorii de lucrări din prezenta listă de lucrări:

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1. Păceșilă, M. & **Popescu, R.I.** (2022). Analysis of Students' Expectations Regarding Internships. *Management Research and Practice*, 14(1), 41-54.
2. **Popescu, R.I.**, Sabie, O.M. & Mazilu, E.C. (2022). The Importance of Promoting the ERASMUS + Programme in Universities. Pilot Study among Students from the Faculty of Public Administration and Management, Bucharest Academy of Economic Studies. *Journal of Public Administration, Finance and Law*, 24(1), 304-317.
3. **Popescu, R.I.**, Bunea, O.I., Medințu, G.A. & Mazilu, E.C. (2021). The Impact of Online Marketing in the Promotion of Universities in the Context of the COVID-19 Health Crisis. *Business Excellence and Management*, 11(2), 91-102.
4. **Popescu, R.I.**, Corboș, R.A. & Bunea, O.I., (2019). "Study on the Influence of Customer Satisfaction on the Perceived Quality of Museum Exhibitions". In Profiroiu, C.M., Nica, E, Popescu, R.I. & Sabie, O.M. (Eds.), *Proceedings of the 15<sup>th</sup> Administration and Public Management International Conference "Innovation in Public Sector"*, 18-19 of October, Bucharest, CD-ROM Collection, ASE Publishing House, pp. 35-41
5. **Popescu, R.I.**, Corboș, R.A. & Bunea, O.I. (2018). Selling cultural organizations – a case study on client's perception of the cultural activity of Calea Victoriei Foundation. *Administration and Public Management Review*, 31, 81-96.
6. **Popescu, R.I.**, Mina-Raiu, L. & Bunea, O.I. (2018). "Study on the Perception of Young People Regarding the Importance of Romanian Historical Cities in Promoting the Country Brand". In Profiroiu, C.M., Nica, E, Popescu, R.I. & Sabie, O.M. (Eds.), *Proceedings of the 14<sup>th</sup> Administration and Public Management International*

- Conference "Human Resource Management and Public Organizational Performance", 25-26 of October, Bucharest, CD-ROM Collection, ASE Publishing House, pp. 155-164*
7. **Popescu, R.I.**, Corboș, R.A. & Bunea, O.I. (2018). Influences on Urban Competitiveness Development from the Perspectives of Business and Local Authorities. *Review of International Comparative Management*, **19(4)**, 359-371.
  8. **Popescu, R.I.**, Corboș, R.A., Comănescu, M. & Mina-Raiu, L. (2017). Study Regarding Foreign Tourists` Perception on Romania`S Capital City as Major Tourism Destination in South-Eastern Europe. *Transylvanian Review*, XXVI(Supplement No 1), 299-317.
  9. **Popescu, R.I.** & Profiroiu, A.G. (2013). Study on Foreigners` Perception on Romania`s Image as Tourism Destination. *Transylvanian Review of Administrative Sciences*, 39E, 147-159.
  10. **Popescu, R.I.** & Profiroiu, A.G. (2012). Comparative study regarding EU urban areas tourism promotion using official websites-examples of good practices for Romania`s capital city. *Transylvanian Review of Administrative Sciences*, 35E, 219-237.

## B. TEZA DE DOCTORAT ȘI STUDIILE POSTDOCTORALE

**POPESCU Ruxandra Irina: ROLUL MANAGEMENTULUI URBAN ÎN COMPETIȚIA DINTRE ORAȘE**, Academia de Studii Economice, București, Domeniul: Management, Specializarea: Management în industrie, construcții și transporturi, ianuarie 2006, Coordonator științific: prof. univ. dr. Ion PLUMB

2010-2013: **CERCETĂTOR POSTDOCTORAL** în cadrul proiectului „Performanță și excelență în cercetarea postdoctorală în domeniul științelor economice din România” (POSDRU/89/1.5/S/59184). Tema acestui studiu postdoctoral a fost: **MODALITĂȚI DE DEZVOLTARE A ORAȘELOR COMPETITIVE PRIN STRATEGII DE IMAGINE ȘI BRANDING**. Coordonator științific: prof. univ. dr. Luminița-Daniela CONSTANTIN.

Rezultatele cercetării postdoctorale au fost valorificate prin publicarea cărților:

- **POPESCU Ruxandra-Irina**, CORBOȘ Răzvan-Andrei (2013). *Creșterea competitivității unei destinații prin strategii de branding*, Editura ASE, București, ISBN 978-606-505-728-9
- CORBOȘ Răzvan-Andrei, **POPESCU Ruxandra-Irina** (2013). *Competitivitatea organizațiilor culturale în contextul dezvoltării urbane*, Editura ASE, București, ISBN 978-606-505-727-2

## C. CĂRTI ÎN EDITURI NAȚIONALE

### C1. CĂRȚI/CURSURI publicate în edituri recunoscute

Nr. crt.	AUTORI	TITLUL LUCRĂRII	EDITURA	ANUL	NR PAGINI	ISBN
1.	POPESCU Ruxandra-Irina, CORBOȘ Răzvan-Andrei	<i>Management urban. Aspecte teoretice și practice</i>	ASE	2017	197	978-606-34-0141-1
2.	POPESCU Ruxandra-Irina, CORBOȘ Răzvan-Andrei	<i>Creșterea competitivității unei destinații prin strategii de branding</i>	ASE	2013	310	978-606-505-728-9
3.	CORBOȘ Răzvan-Andrei, POPESCU Ruxandra-Irina	<i>Competitivitatea organizațiilor culturale în contextul dezvoltării urbane</i>	ASE	2013	268	978-606-505-727-2
4.	PROFIROIU Marius, PROFIROIU Alina, POPESCU Irina	<i>Instituții și politici europene</i>	Economică	2008	660	978-973-709-394-3
5.	POPESCU Irina	<i>Orașul și competiția urbană</i>	Economică	2007	400	978-973-709-316-5
6.	PROFIROIU Alina, POPESCU Irina	<i>Bazele administrației publice, Ediția a III-a</i>	Economică	2005	478	973-709-116-7
7.	PROFIROIU Alina, POPESCU Irina	<i>Bazele administrației publice, Ediția a II-a</i>	Economică	2004	438	973-590-956-1
8.	PROFIROIU Alina, POPESCU Irina	<i>Introducere în știința administrativă</i>	ASE	2003	212	973-594-319-0
9.	PROFIROIU Marius, POPESCU Irina	<i>Politici europene</i>	Economică	2003	400	973-590-811-5
10.	PROFIROIU Alina, POPESCU Irina	<i>Bazele administrației publice</i>	Economică	2002	336	973-590-664-3

**C2. CĂRȚI COORDONATE** publicate în edituri recunoscute

Nr. crt.	AUTORI	TITLUL LUCRĂRII	EDITURA	ANUL	NR PAGINI	ISBN/ISSN	BDI
1.	PROFIRIU Marius Constantin, <b>POPESCU Ruxandra-Irina</b> (coord.)	<i>Strategic Management for Local Communities</i>	ASE	2016	216	978-606-34-0110-7	CEEOL
2.	PROFIRIU Marius Constantin, <b>POPESCU Ruxandra-Irina</b> (coord.)	<i>Economic Sociology, Human Resource Management and Organizational Dynamics</i>	ASE	2015	262	978-606-505-891-0	CEEOL
3.	PROFIRIU Marius Constantin, <b>POPESCU Ruxandra-Irina</b> (coord.)	<i>Governance and Management in a Globalized Context</i>	ASE	2014	169	978-606-505-811-8	CEEOL

**C3. CĂRȚI DE SPECIALITATE** publicate în edituri recunoscute

Nr. crt.	AUTORI	TITLUL LUCRĂRII	EDITURA	ANUL	NR PAGINI	ISBN
1.	ANDRONICEANU Armenia (coord.) ABĂLUȚĂ Oana, CURTEANU Doru, <b>POPESCU Irina</b>	<i>Managementul proiectelor cu finanțare externă</i>	Universitară	2004	491	973-8499-45-3

## D. ARTICOLE PUBLICATE ÎN REVISTE DE SPECIALITATE COTATE DIN ȚARĂ ȘI/SAU STRĂINĂTATE

### D.1. Reviste de specialitate de circulație internațională recunoscute ISI

Nr. crt.	AUTORI	TITLU ARTICOL/STUDIU	PUBLICAȚIA, NUMĂR / VOLUM APARIȚIE	ANUL	PAGINI	ISSN	WOS	Factor de impact
1.	CORBOȘ Răzvan-Andrei, BUNEA Ovidiu-Iulian, <b>POPESCU Ruxandra-Irina</b>	Organizational Readiness for Procurement 4.0 in Circular Economy: the Moderating Role on Competitiveness	<i>Management Research and Practice</i> , 14(2)	2022	5-16	2067- 2462	000810991900001	-
2.	PĂCEȘILĂ Mihaela, <b>POPESCU Ruxandra-Irina</b>	Analysis of Students' Expectations Regarding Internships	<i>Management Research and Practice</i> , 14(1)	2022	41-54	2067- 2462	000765084400001	-
3.	BUNEA Ovidiu Iulian, CORBOȘ Răzvan Andrei, <b>POPESCU Ruxandra-Irina</b>	Influence of some financial indicators on return on equity ratio in the Romanian energy sector - A competitive approach using a DuPont-based analysis	<i>Energy</i> , 189, Art. number: 116251	2019	1-10	0360-5442	000504505700012	<b>FI: 6,082</b> <b>SJR: 2.166</b>
4.	CORBOȘ Răzvan-Andrei, <b>POPESCU Ruxandra-Irina</b> , BUNEA Ovidiu-Iulian	The Influence of the Sales Management Style on the Company's Competitiveness	<i>Quality-Access to Success</i> , 20(S2)	2019	197-201	1582-2559	000461854800029	-
5.	<b>POPESCU Ruxandra-Irina</b> , CORBOȘ Răzvan-Andrei, BUNEA Ovidiu-Iulian	Study on the perception of young romanians on the eco-marketing and promotion efficiency in increasing the environmental NGOs competitiveness	<i>Quality-Access to Success</i> , 19(S1)	2018	417-422	1582-2559	000435493100075	-
6.	<b>POPESCU Ruxandra-Irina</b> , CORBOȘ Răzvan-Andrei, COMĂNESCU Mihaela, MINA-RAIU Laura	Study Regarding Foreign Tourists' Perception on Romania'S Capital City as Major Tourism Destination in South-Eastern Europe	<i>Transylvanian Review</i> , XXVI, Supplement No 1	2017	299-317	1582-9146	000422811700024	-
7.	<b>POPESCU Ruxandra-Irina</b> , CORBOȘ Răzvan-Andrei, COMĂNESCU Mihaela, BUNEA Ovidiu-Iulian	Ecological Marketing – Strategic Option for Business Development in Bucharest	<i>Journal of Economic Computation and Economic Cybernetics Studies and Research</i> , 51(2)	2017	67-83	1842–3264	000404820100005	<b>FI: 0,664</b>

8.	FLOREA (IONESCU) Alexandra-Ioana, CORBOȘ Răzvan-Andrei, <b>POPESCU Ruxandra-Irina</b> , ZAMFIR Andreea	From the Factory Floor to the Shop Floor – Improved Supply Chain for Sustainable Competitive Advantage with Item-Level RFID in Retail	<i>Journal of Economic Computation and Economic Cybernetics Studies and Research</i> , 50(4)	2016	119-134	1842-3264	000390831000008	<b>FI: 0,299</b>
9.	<b>POPESCU Ruxandra-Irina</b> PROFIRIU Alina-Georgiana	Study on Foreigners` Perception on Romania`s Image as Tourism Destination	<i>Transylvanian Review of Administrative Sciences</i> , 39E	2013	147-159	1842-2845 2247-8310	000320833000009	<b>FI: 0.532</b>
10.	<b>POPESCU Ruxandra-Irina</b> PROFIRIU Alina-Georgiana	Comparative Study Regarding EU Urban Areas Tourism Promotion Using Official Websites-Examples of Good Practices for Romania`s capital city	<i>Transylvanian Review of Administrative Sciences</i> , 35E	2012	219-237	1842-2845 2247-8310	000300534200014	<b>FI: 0.380</b>
11.	<b>POPESCU Ruxandra-Irina</b>	The Role of Great Cities in Romania for the Metropolitan Development	<i>Transylvanian Review of Administrative Sciences</i> , 22E	2008	149-170	1842-2845 2247-8310	000257770000010	-

### D.2. Reviste de specialitate de circulație internațională indexate în baze de date internaționale

Nr. crt.	AUTORI	TITLU ARTICOL/STUDIU	PUBLICAȚIA, NUMĂR / VOLUM APARIȚIE	ANUL	PAGINI	ISSN	BDI
1.	PĂCEȘILĂ Mihaela, COLESCA Sofia-Elena, <b>POPESCU Ruxandra-Irina</b>	Towards Sustainable Development through the Integrated Territorial Investments. An Overview Over the Literature in the Field	<i>Applied Research in Administrative Sciences</i> , 3(3)	2022	31-44	2734-5602	CEEOL, Ulrich, RePEc
2.	PĂCEȘILĂ Mihaela, COLESCA Sofia-Elena, <b>POPESCU Ruxandra-Irina</b> , BURCEA Ștefan-Gabriel	Integrated Territorial Investments as a Tool for Sustainable Development. Overview on the Implementation in Romania	<i>Theoretical and Empirical Researches in Urban Management</i> , 17(4)	2022	5-21	2065-3913 (versiunea printată) 2065-3921 (E- ISSN)	SCOPUS, ProQuest, RePEc, EBSCO, DOAJ, SCIRUS, Scientific Commons, Index Copernicus, ICAAP, ULRICH, INTUTE.
3.	<b>POPESCU Ruxandra-Irina</b> , SABIE Oana-Matilda, MAZILU Elena-Cătălina	The Importance of Promoting the ERASMUS + Programme in Universities. Pilot Study among Students from the Faculty of Public Administration and Management, Bucharest Academy of Economic Studies	<i>Journal of Public Administration, Finance and Law</i> , 24	2022	304-317	ISSN: 2285-2204 și ISSN-L: 2285- 3499 (online)	Index Copernicus; EBSCO; CEEOL, DOAJ, Ulrich'S Periodicals Directory.

4.	ALPOPI Cristina, BURCEA Ștefan-Gabriel, <b>POPESCU Ruxandra-Irina</b> , BURLACU Sorin	Evaluation of Romania's Progress in Achieving SDG 11: Sustainable Cities and Communities	<i>Applied Research in Administrative Sciences</i> , 3(2)	2022	76-87	2734-5602	CEEOL, Ulrich, RePEc
5.	<b>POPESCU Ruxandra-Irina</b> , BUNEA Ovidiu-Iulian, MAZILU Elena-Cătălina, MEDINȚU Georgiana-Alexandra	Audience'S Perceptions on Romanian Cultural Events and Urban Development - a Comparative Analysis in the Context of the COVID-19 Pandemic	<i>Applied Research in Administrative Sciences</i> , 2(3)	2021	5-17	2734-5602	CEEOL, Ulrich, RePEc
6.	<b>POPESCU Ruxandra-Irina</b> , BUNEA Ovidiu-Iulian, MEDINȚU Georgiana-Alexandra, MAZILU Elena-Cătălina	The Impact of Online Marketing in the Promotion of Universities in the Context of the COVID-19 Health Crisis	<i>Business Excellence and Management</i> , 11(Special Issue 2)	2021	91-102	2248-1354	EBSCO, ProQuest, CEEOL, Ulrich, ERIH PLUS, Index Copernicus, RePEc, DOAJ, OAJI
7.	<b>POPESCU Ruxandra-Irina</b> , MINA-RAIU Laura	Promoting Cities: Measures to Improve Urban Marketing Strategy	<i>Management and Economics Review</i> , 4(1)	2019	57-68	2501-885X	EBSCO, CEEOL, DOAJ, RePEc, EconLit, Cabelles Database
8.	<b>POPESCU Ruxandra-Irina</b> , CORBOȘ Răzvan-Andrei, BUNEA Ovidiu-Iulian	Influences on Urban Competitiveness Development from the Perspective of Business and Local Authorities	<i>Revista de Management Comparat Internațional / Review of International Comparative Management</i> , 19(4)	2018	359-371	1583-9583	PA@BABEL, SCOPUS, ProQuest, EBSCO, RePEc, ICAAP, International Knowledge Base Social Sciences, CEEOL.
9.	<b>POPESCU Ruxandra-Irina</b> , CORBOȘ Răzvan-Andrei, BUNEA Ovidiu-Iulian	Selling Cultural Organizations – A Case Study on Client's Perception of the Cultural Activity of Calea Victoriei Foundation	<i>Administration and Public Management Review</i> , 31	2018	81-96	1583-9583	PA@BABEL, SCOPUS, ProQuest, EBSCO, RePEc, ICAAP, International Knowledge Base Social Sciences, CEEOL.
10.	CORBOȘ Răzvan-Andrei, <b>POPESCU Ruxandra-Irina</b> , BUNEA Ovidiu-Iulian	Strategic Implications of Analyzing Competitiveness Measuring Instruments for Romania	<i>Business Excellence and Management</i> , 7(2)	2017	13-26	2248-1354	RePEc, DOAJ, ProQuest, CEEOL, OAJI
11.	<b>POPESCU Ruxandra-Irina</b> CORBOȘ Răzvan-Andrei	Sources for Increasing the Competitiveness of Museums through Studies on the Perception of Visitors towards Cultural Events	<i>Administration and Public Management Review</i> , 22	2014	48-64	1583-9583	SCOPUS, PA@BABEL, ProQuest, EBSCO, RePEc, ICAAP, International Knowledge Base Social Sciences, CEEOL.



12.	CORBOȘ Răzvan-Andrei <b>POPESCU Ruxandra-Irina</b>	Study Regarding Theatres' Role in Increasing Urban Competitiveness	<i>Administration and Public Management Review</i> , 20	2013	78-96	1583-9583	SCOPUS, PA@BABEL, ProQuest, EBSCO, RePEc, ICAAP, International Knowledge Base Social Sciences, CEEOL.
13.	<b>POPESCU Ruxandra-Irina</b> CORBOȘ Răzvan-Andrei	Considerations on Public Diplomacy's Role in Promoting Country Brand	<i>Journal of Public Administration, Finance and Law (JOPAFI)</i> , 3	2013	135-151	ISSN: 2285-2204 și ISSN-L: 2285-3499 (online)	Index Copernicus; EBSCO; CEEOL, DOAJ, Ulrich'S Periodicals Directory.
14.	<b>POPESCU Ruxandra-Irina</b> CORBOȘ Răzvan-Andrei	The Role of Festivals and Cultural Events in the Strategic Development of Cities. Recommendations for Urban Areas in Romania	<i>Informatica Economică</i> , 16(4)	2012	19-28	ISSN: 1453-1305 și EISSN: 1842-8088	EBSCO, DOAJ, RePEc, ProQuest, Cabell's Directories, ICAAP, Index Copernicus, Ulrich's Periodicals Directory, Open J-Gate, Inspec
15.	CORBOȘ Răzvan-Andrei <b>POPESCU Ruxandra-Irina</b>	Study Regarding the National Museum of Art of Romania Visitors' Perception on Improving Its Competitiveness	<i>Administration and Public Management Review</i> , 19	2012	62-84	1583-9583	PA@BABEL, ProQuest, EBSCO, RePEc, ICAAP, International Knowledge Base Social Sciences, CEEOL.
16.	CORBOȘ Răzvan-Andrei <b>POPESCU Ruxandra-Irina</b>	Prado Museum - Successful Model for Raising Competitiveness in the Romanian Cultural Organizations in the Context of Urban Development	<i>Management &amp; Marketing (Craiova)</i> , X(2)	2012	341-351	1841-2416	EBSCO Publishing; RePEc; DOAJ; Cabell's Directories; CEEOL; SCIPRO.
17.	<b>POPESCU Ruxandra-Irina</b>	Creșterea competitivității unei destinații turistice prin brand și branding. Studiu de caz: România	<i>Revista Transilvană de Științe Administrative</i> , 1(30)	2012	106-121	1454-1378	DOAJ, PA@BABEL, EBSCO, IBSS
18.	CORBOȘ Răzvan-Andrei <b>POPESCU Ruxandra-Irina</b>	Study on Spectators' Perception on Theatre Consumption as Competitive Advantage at Urban Level	<i>Administration and Public Management Review</i> , 18	2012	89-107	1583-9583	PA@BABEL, ProQuest, EBSCO, RePEc, ICAAP, International Knowledge Base Social Sciences, CEEOL.
19.	<b>POPESCU Ruxandra-Irina</b>	Study Regarding the Ways of Measuring Cities Competitiveness	<i>Economia. Seria Management</i> , 14(2)	2011	288-303	1454 - 0320	EBSCO; DOAJ; Cabell's Directories; EconLit; RePEc; SCIRUS; Scientific Commons; ULRICH Periodicals Directory;



							Index Copernicus.
20.	<b>POPESCU Ruxandra-Irina</b> CORBOȘ Răzvan-Andrei	Studiu privind sursele de creștere a competitivității Muzeului Național de Istorie a României în contextul dezvoltării urbane prin analiza percepției vizitatorilor	<i>Revista Transilvană de Științe Administrative</i> , 2(29)	2011	156-173	1454-1378	DOAJ, PA@BABEL, EBSCO, IBSS
21.	<b>POPESCU Ruxandra-Irina</b> CORBOȘ Răzvan-Andrei	The Role of Libraries in the Improvement of Urban Competitiveness. The Contribution of the "Carol I" Central University Library to the Development of Bucharest	<i>Administration and Public Management Review</i> , 17	2011	82-95	1583-9583	PA@BABEL, ProQuest, EBSCO, RePEc, ICAAP, International Knowledge Base Social Sciences, CEEOL.
22.	CORBOȘ Răzvan-Andrei <b>POPESCU Ruxandra-Irina</b>	Museums, Marketing, Tourism and Urban Development. British Museum – A Successful Model for the Romanian Museums	<i>Management &amp; Marketing (Craiova)</i> , IX(2)	2011	303-314	1841-2416	EBSCO Publishing; RePEc; DOAJ; Cabell's Directories; CEEOL; SCIPLO.
23.	<b>POPESCU Ruxandra-Irina</b> CORBOȘ Răzvan-Andrei	Vienna's Branding Campaign – Strategic Option for Developing Austria's Capital in a Top Tourism Destination	<i>Theoretical and Empirical Researches in Urban Management</i> , 6(3)	2011	43-60	2065-3913 (versiunea printată) 2065-3921 (E-ISSN)	SCOPUS, ProQuest, RePEc, EBSCO, DOAJ, SCIRUS, Scientific Commons, Index Copernicus, ICAAP, ULRICH, INTUTE.
24.	<b>POPESCU Ruxandra-Irina</b> CORBOȘ Răzvan-Andrei	Successful Strategic Practices in Building Malaysia's Country Brand	<i>Administration and Public Management Review</i> , 16	2011	82-113	1583-9583	PA@BABEL, ProQuest, EBSCO, RePEc, ICAAP, International Knowledge Base Social Sciences, CEEOL.
25.	<b>POPESCU Ruxandra-Irina</b>	Rolul strategiei de brand a Japoniei în dezvoltarea turistică a țării	<i>Revista Transilvană de Științe Administrative</i> , 1(28)	2011	144-165	1454-1378	DOAJ, PA@BABEL, EBSCO, IBSS
26.	<b>POPESCU Ruxandra-Irina</b> CORBOȘ Răzvan-Andrei	Strategic Analysis of Singapore's Brand and Rebrand Campaigns	<i>Revista de Management Comparat Internațional / Review of International Comparative Management</i> , 12(2)	2011	332-349	1582-3458	EBSCO, ULRICH, Index Copernicus, RePEc, Cabelles Database
27.	<b>POPESCU Ruxandra-Irina</b> CORBOȘ Răzvan-Andrei	A Review of Strategic Options for Achieving a Country Brand for Romania	<i>Revista de Management Comparat Internațional / Review of International Comparative Management</i> , 11(5)	2010	881-893	1582-3458	EBSCO, ULRICH, Index Copernicus, RePEc, Cabelles Database
28.	<b>POPESCU Ruxandra-Irina</b> CORBOȘ Răzvan-Andrei	"Homecoming Scotland" 2009– Strategic Option for Reviving Tourism and Scotland Exiting from the Crisis	<i>Administration and Public Management Review</i> , 15	2010	139-161	1583-9583	PA@BABEL, ProQuest, EBSCO, ICAAP, International Knowledge Base Social Sciences, CEEOL.

29.	<b>POPESCU Ruxandra-Irina</b> CORBOȘ Răzvan-Andrei	The Role of Tourism Marketing in the Strategic Development of the Town of Rovaniemi	<i>Management &amp; Marketing (Craiova)</i> , VIII(2)	2010	273-286	1841-2416	EBSCO Publishing; RePEc; DOAJ; Cabell's Directories; CEEOL; SCIPIO.
30.	<b>POPESCU Ruxandra-Irina</b> CORBOȘ Răzvan-Andrei	Strategic Options in the Construction of the Bucharest Brand through the Application Analysis of the Measuring Instruments for the Urban Brands	<i>Annals of the University of Petroșani - Economics</i> , 10(1)	2010	267-278	1582-5949	EBSCO, RePEc, DOAJ, ICAAP, IndexCopernicus, SCIRIUS.
31.	<b>POPESCU Ruxandra-Irina</b> CORBOȘ Răzvan-Andrei	The Role of Urban Tourism in the Strategical Development of Brașov Area	<i>Theoretical and Empirical Researches in Urban Management</i> , 5, no. 7(16)	2010	69-85	2065-3913 (versiunea printată) 2065-3921 (E-ISSN)	SCOPUS, ProQuest, RePEc, EBSCO, DOAJ, SCIRIUS, Scientific Commons, Index Copernicus, ICAAP, ULRICH, INTUTE.
32.	<b>POPESCU Ruxandra-Irina</b> CORBOȘ Răzvan-Andrei	Brand, Branding and Strategic Development. Amsterdam, Model for Bucharest	<i>Administration and Public Management Review</i> , 14	2010	182-202	1583-9583	PA@BABEL, ProQuest, EBSCO, ICAAP, International Knowledge Base Social Sciences, CEEOL.
33.	<b>POPESCU Ruxandra-Irina</b> CORBOȘ Răzvan-Andrei	Rebranding Campaign of the Romanian Society of Radiodifusion – Strategic Option for the Growth of the Organization's Efficacy	<i>Economia. Seria Management</i> , 13(1)	2010	148-164	1454 - 0320	EBSCO; DOAJ; Cabell's Directories; EconLit; RePEc; SCIRIUS; Scientific Commons; ULRICH Periodicals Directory; Index Copernicus.
34.	<b>POPESCU Ruxandra-Irina</b> CORBOȘ Răzvan-Andrei	The Implications of the Improvement of Marketing Activity on the Performance of Central University Library in Bucharest	<i>Management &amp; Marketing (Craiova)</i> , VIII(Special issue 1)	2010	48-67	1841-2416	EBSCO Publishing; RePEc; DOAJ; Cabell's Directories; CEEOL; SCIPIO.
35.	<b>POPESCU Ruxandra-Irina</b> CORBOȘ Răzvan-Andrei	Country Brand Building: Strategic Option or Natural Solution? The case of Bulgaria	<i>Review of International Comparative Management</i> , 10(Special Number 1)	2009	493 – 503	1582-3458	EBSCO, ULRICH, Index Copernicus, RePEc, Cabelles Database.
36.	<b>POPESCU Ruxandra-Irina</b> CORBOȘ Răzvan-Andrei	Strategia de marketing a orașului Budapesta. Bune practici pentru dezvoltarea strategică a Bucureștiului	<i>Revista Transilvană de Științe Administrative</i> , 2(24)	2009	75-89	1454-1378	DOAJ, PA@BABEL, EBSCO, IBSS
37.	<b>POPESCU Ruxandra-Irina</b> CORBOȘ Răzvan-Andrei	The Role of Urban Brand Measuring Tools in Grounding the Strategic Actions for Promoting Cities	<i>Administration and Public Management Review</i> , 13	2009	116-132	1583-9583	PA@BABEL, ProQuest, EBSCO, ICAAP, International Knowledge Base Social Sciences, CEEOL.
38.	<b>POPESCU Ruxandra-Irina</b>	Successful brands or key to any company's success	<i>Economia, seria Management</i> , 12(SN 1)	2009	174-179	1454-0320	EBSCO, CEEOL, DOAJ, RePEc,

							EconLit, Cabelles Database
39.	<b>POPESCU Ruxandra-Irina</b>	The Branding Potential of Bucharest. Strategy and Success Factors	<i>Theoretical and Empirical Researches in Urban Management</i> , 4, no. 4(13)	2009	177-193	2065-3913 (versiunea printată) 2065-3921 (E-ISSN)	ProQuest, RePEc, EBSCO, DOAJ, SCIRUS, Scientific Commons, Index Copernicus, ICAAP, ULRICH, INTUTE.
40.	<b>POPESCU Ruxandra-Irina</b>	Country Brand. Study Case: The Countries of Former Yugoslavia	<i>Administration and Public Management Review</i> , 12	2009	148-173	1583-9583	PA@BABEL, ProQuest, EBSCO, ICAAP, International Knowledge Base Social Sciences, CEEOL.
41.	<b>POPESCU Ruxandra-Irina</b>	Using Marketing in Romanian Libraries. Study Case: The Romanian National Library	<i>Economia. Seria Management</i> , 12(1)	2009	111-120	1454 - 0320	EBSCO; DOAJ; Cabell's Directories; EconLit; RePEc; SCIRUS; Scientific Commons; ULRICH Periodicals Directory; Index Copernicus.
42.	<b>POPESCU Ruxandra-Irina</b> CORBOȘ Răzvan-Andrei	The Marketing Mix Contribution to Improving the National Museum of Romanian History's Strategy	<i>The Journal „Quality Innovation Prosperity”</i> , XIII(1)	2009	23-34	1335-1745	EBSCO; DOAJ; RePEc; Cabell's Directories; Google Scholar; SciVerse SCOPUS.
43.	<b>POPESCU Ruxandra-Irina</b>	The European Policy Regarding the Improvement of the Urban Environment	<i>Administration and Public Management Review</i> , 10	2008	142-150	1583-9583	PA@BABEL, ProQuest, EBSCO, ICAAP, International Knowledge Base Social Sciences, CEEOL.
44.	<b>POPESCU Ruxandra-Irina</b>	Promovarea destinațiilor turistice urbane prin implementarea managementului total al calității	<i>Revista Transilvană de Științe Administrative</i> , 1(21)	2008	105-124	1454-1378	DOAJ, PA@BABEL, IBSS
45.	<b>POPESCU Ruxandra-Irina</b>	Challenges and Solutions for the Development of Small and Medium Sized Cities within the European Union	<i>Administration and Public Management Review</i> , 9	2007	120-125	1583-9583	PA@BABEL, ProQuest, EBSCO, ICAAP, International Knowledge Base Social Sciences, CEEOL.
46.	<b>POPESCU Ruxandra-Irina</b>	Rolul strategiei de brand în promovarea și dezvoltarea orașelor	<i>Revista Transilvană de Științe Administrative</i> , 2(20)	2007	115-136	1454-1378	DOAJ, PA@BABEL, EBSCO, IBSS
47.	<b>POPESCU Ruxandra-Irina</b>	National Brand – a Challenge for Romania	<i>Transylvanian Review of Administrative Sciences</i> , 21E	2007	86-102	1842-2845	DOAJ, EBSCO, SCOPUS

48.	POPESCU Ruxandra-Irina	The Role of Economic Development Strategies in Raising the Competitiveness of European Cities	<i>Administration and Public Management Review</i> , 8	2007	204-211	1583-9583	PA@BABEL, ProQuest, EBSCO, ICAAP, International Knowledge Base Social Sciences, CEEOL.
49.	POPESCU Ruxandra-Irina	Excluderea socială și segregarea spațială în marile metropole ale Europei	<i>Revista Transilvană de Științe Administrative</i> , 1(19)	2007	70-76	1454-1378	DOAJ, PA@BABEL, IBSS
50.	POPESCU Ruxandra-Irina	Politica agricolă comună – Axă principală a construcției europene	<i>Theoretical and Empirical Researches in Urban Management</i> , 2(3)	2007	10-21	2065-3913 (versiunea printată) 2065-3921 (E-ISSN)	ProQuest, RePEc, EBSCO, DOAJ, SCIRUS, Scientific Commons, Index Copernicus, ICAAP, ULRICH, INTUTE.
51.	POPESCU Ruxandra-Irina	Communication Strategy of the National Museum of Natural History “Grigore Antipa”	<i>Transylvanian Review of Administrative Sciences</i> , 19E	2007	100-115	1842-2845	DOAJ, EBSCO, SCOPUS
52.	POPESCU Ruxandra-Irina	Evoluția orașelor în timp	<i>Theoretical and Empirical Researches in Urban Management</i> , 1(1)	2006	84-100	2065-3913 (versiunea printată) 2065-3921 (E-ISSN)	ProQuest, RePEc, EBSCO, DOAJ, SCIRUS, Scientific Commons, Index Copernicus, ICAAP, ULRICH, INTUTE.
53.	POPESCU Ruxandra-Irina PROFIROIU Alina	Studiu comparativ privind analiza competitivității orașelor europene	<i>Revista Transilvană de Științe Administrative</i> , 1(16)	2006	92-106	1454-1378	DOAJ, PA@BABEL, IBSS

## E. STUDII PUBLICATE ÎN VOLUMELE UNOR MANIFESTĂRI ȘTIINȚIFICE INTERNAȚIONALE RECUNOSCUTE, DIN ȚARĂ ȘI DIN STRĂINĂTATE

### E.1. Studii publicate în volumele unor manifestări științifice cotate ISI

Nr. crt.	AUTORI	TITLUL LUCRĂRII	CONFERINȚA	DATA	PUBLICARE	WOS
1.	CORBOȘ Răzvan-Andrei, BUNEA Ovidiu-Iulian, <b>POPESCU Ruxandra-Irina</b> , ZAMFIR Andreea-Ileana	Social Media as a Component of the Value Chain to Gain Competitive Advantage in Sales	<i>The 13<sup>th</sup> International Management Conference "Management Strategies for High Performances"</i>	31 Octombrie - 1 Noiembrie 2019	In Popa, I., Dobrin, C. & Ciocoiu, C.N. (eds.) <i>Proceedings of the 13<sup>th</sup> International Management Conference "Management Strategies for High Performance"</i> , 31st October – 1st November, Faculty of Management, Academy of Economic Studies, Bucharest, vol. 13(1), pp. 702-710 (ISSN: 2286-1440)	000587901000069
2.	CORBOȘ Răzvan-Andrei, <b>POPESCU Ruxandra-Irina</b> , BUNEA Ovidiu-Iulian, RAIU Cătălin Valentin	Competing through Sales – Salesperson Capability to Enhance Competition	<i>The 33<sup>rd</sup> International Business Information Management Conference (33rd IBIMA), Granada, Spania</i>	10-11 Aprilie 2019	<i>Proceedings of the 33<sup>rd</sup> International Business Information Management Conference (IBIMA)</i> , 10-11 April, Granada, Spain, pp. 2814-2825 (ISBN 978-0-9998551-2-6).	000503988804043
3.	<b>POPESCU Ruxandra-Irina</b> , CORBOȘ Răzvan-Andrei, COMĂNESCU Mihaela, BUNEA Ovidiu-Iulian	Food Marketing – A Strategic Option for Food Safety in Romania and the European Union	<i>The 12<sup>th</sup> International Management Conference "Management Perspectives in the Digital Era"</i>	1-2 Noiembrie 2018	In Popa, I., Dobrin, C. & Ciocoiu, C.N. (eds.) <i>Proceedings of the 12<sup>th</sup> International Management Conference "Management Perspectives in the Digital Era"</i> , November 1st-2 <sup>nd</sup> , pp. 542-553 (ISSN: 2286-1440)	000473413800061
4.	BUNEA Ovidiu-Iulian, CORBOȘ Răzvan-Andrei, <b>POPESCU Ruxandra-Irina</b> , TODIRCAN Mariana	The importance of promotion policy in increasing the competitiveness of cultural organizations in Romania case study: the National Museum of Natural History "Grigore Antipa"	<i>The 31<sup>st</sup> International Business Information Management Association Conference (31st IBIMA), Milano, Italia</i>	25-26 Aprilie 2018	In <i>Proceedings of the 31<sup>st</sup> International Business Information Management Association Conference (IBIMA)</i> , 25-26 April, Milan, Italy, pp. 372-384 (ISBN 978-0-9998551-0-2).	000444067200035
5.	CÂRSTEA Gheorghe, CORBOȘ Răzvan-Andrei <b>POPESCU Ruxandra-Irina</b> BUNEA Ovidiu Iulian	Analysis of the Influence of Some Indicators on the Profitability of the FMCG Retail Market in Romania	<i>The 11<sup>th</sup> International Management Conference "The Role of Management in the Economic</i>	2-4 Noiembrie 2017	In Popa, I., Dobrin, C. & Ciciu, C.N. (eds.) <i>Proceedings of the 11<sup>th</sup> International Management Conference "The Role of Management in the Economic Paradigm of the XX<sup>1st</sup> Century"</i> , vol. 11, no. 1, November	000466917100050

			<i>Paradigm of the XX<sup>st</sup> Century</i>		2nd-4th, Bucharest, ASE Publishing House, pp. 481-492 (ISSN: 2286-1440)	
6.	CORBOȘ Răzvan-Andrei <b>POPESCU Ruxandra-Irina</b>	Orsay Museum - Successful Model for Raising Competitiveness in the Romanian Cultural Organizations	<i>The 6<sup>th</sup> International Management Conference "Approaches in Organisational Management"</i> ,	15-16 Noiembrie 2012	In Popa, I., Dobrin, C. & Cicoiu, C.N. (eds.) <i>Proceedings of the 6<sup>th</sup> International Management Conference "Approaches in Organisational Management"</i> , 15-16 November, Bucharest, ASE Publishing House, pp. 474-482 (ISSN: 2286-1440)	000340615800060
7.	<b>POPESCU Ruxandra-Irina</b> CORBOȘ Răzvan-Andrei ȚAPARDEL Ana-Claudia	Study on the Perception of the Capital Residents on the Romanian Tourist Brand	<i>The 7<sup>th</sup> International Conference on Business Excellence "Challenges during the Economic Crisis"</i>	12-13 Octombrie 2012	In Brătianu, C., Brătucu, G., Lixândriou, D., Pop, N. Al. & Văduva, S. (Eds.) <i>Proceedings of the 7<sup>th</sup> International Conference on Business Excellence "Challenges during the Economic Crisis"</i> , Vol. II, 12-13 October, Brașov, Editura Universității "Transilvania", pp. 125-130 (ISBN: 978-606-19-0104-3)	000317437100026
8.	CORBOȘ Răzvan-Andrei <b>POPESCU Ruxandra-Irina</b> ȚAPARDEL Ana-Claudia	Cultural Organisations - Key Factor in the Increase of Urban Competitiveness			In Brătianu, C., Brătucu, G., Lixândriou, D., Pop, N. Al. & Văduva, S. (Eds.) <i>Proceedings of the 7<sup>th</sup> International Conference on Business Excellence "Challenges during the Economic Crisis"</i> , Vol. I, 12-13 October, Brașov, Editura Universității "Transilvania", pp. 145-150 (ISBN: 978-606-19-0103-6)	000317436900030
9.	<b>POPESCU Ruxandra-Irina</b> ZAMFIR Andreea-Ileana	Strategic Role of Ecotourism for Romania's Regional Development	<i>The 5<sup>th</sup> International Conference of Globalization "The Scale of Globalization. Global, Local, Individual. Think Globally, Act Locally, Change Individually in the 21<sup>st</sup> Century"</i>	8-9 Sept. 2011	In Přemysl Mácha & Tomáš Drobík (Eds.) <i>Proceedings of the 5<sup>th</sup> International Conference of Globalization "The Scale of Globalization. Global, Local, Individual. Think Globally, Act Locally, Change Individually in the 21<sup>st</sup> Century"</i> , 8-9 September, University of Ostrava, Czech Republic, pp. 250-258 (ISBN: 978-80-7368-963-6)	000392971000035
10.	ZAMFIR Andreea-Ileana <b>POPESCU Ruxandra-Irina</b>	Promoting Renewable Energy – a Local Solution to Global Environmental Problems of Competitive Cities and Regions			In Přemysl Mácha & Tomáš Drobík (Eds.) <i>Proceedings of the 5<sup>th</sup> International Conference of Globalization "The Scale of Globalization. Global, Local, Individual. Think Globally, Act Locally, Change Individually in the 21<sup>st</sup> Century"</i> , 8-9 September, University of Ostrava, Czech Republic, pp. 379-387 (ISBN: 978-80-7368-963-6).	000392971000052



## E.2. Studii publicate în volumele unor manifestări științifice indexate în baze de date internaționale

Nr. crt.	AUTORI	TITLUL LUCRĂRII	MANIFESTAREA ȘTIINȚIFICĂ	DATA	PUBLICARE	BDI
1.	CORBOȘ Răzvan-Andrei BUNEA Ovidiu Iulian <b>POPESCU Ruxandra-Irina</b>	Integrating Social Media in Sales: A Youth Perspective	<i>The 16th International Management Conference "Management and resilience strategies for a post-pandemic future"</i>	3-4 Noiembrie 2022	In Popa, I., Dobrin, C. & Ciocoiu, C.N. (eds.) <i>Proceedings of the 16th International Management Conference "Management and resilience strategies for a post-pandemic future"</i> 3rd– 4th November, Bucharest, vol. 16(1), pp. 747-755 (ISSN: 2286-1440)	RePEc
2.	CORBOȘ Răzvan-Andrei CRISTIAN Daniel-Alin <b>POPESCU Ruxandra-Irina</b> BUNEA Ovidiu Iulian SCĂUNAȘU Răzvan	Leadership Style, Interpersonal Relationships and the Quality of the Medical Act During the COVID-19 Pandemic within a State Hospital	<i>The 15th International Management Conference "Managing People and Organizations in a Global Crisis"</i>	4-5 Noiembrie 2021	In Popa, I., Dobrin, C. & Ciocoiu, C.N. (eds.) <i>Proceedings of the 15th International Management Conference "Managing People and Organizations in a Global Crisis"</i> , 4th-5th November, Bucharest, vol. 15(1), pp. 792-801 (ISSN: 2286-1440)	RePEc
3.	ALPOPI Cristina BURCEA Ștefan-Gabriel <b>POPESCU Ruxandra-Irina</b>	Analysis of Urban Planning in Bucharest. Current and Future Challenges	<i>The 17th Administration and Public Management International Conference, "Sustainability and Resilience in Public Administration"</i>	15-16 Octombrie 2021	In Profiroiu, C.M., Nica, E, Popescu, R.I. & Sabie, O.M. (Eds.), <i>Proceedings of the 17th Administration and Public Management International Conference "Sustainability and Resilience in Public Administration"</i> , 15-16 of October, Bucharest, CD-ROM Collection, ASE Publishing House, pp. 18-25 (ISSN: 2069 – 4806)	RePEc CEEOL
4.	<b>POPESCU Ruxandra-Irina</b> BUNEA Ovidiu Iulian MAZILU Elena-Cătălina MEDINȚU Georgiana-Alexandra	Comparative analysis on the marketing mix of undergraduate public administration study programs within three state universities in Bucharest			In Profiroiu, C.M., Nica, E, Popescu, R.I. & Sabie, O.M. (Eds.), <i>Proceedings of the 17th Administration and Public Management International Conference "Sustainability and Resilience in Public Administration"</i> , 15-16 of October, Bucharest, CD-ROM Collection, ASE Publishing House, pp. 57-72 (ISSN: 2069 – 4806)	
5.	<b>POPESCU Ruxandra-Irina</b> BUNEA Ovidiu Iulian TRUȘCĂ Marian-Iulian	Is Circular Economy Important? A Review of Some Public and Private Initiatives in Romania			In Profiroiu, C.M., Nica, E, Popescu, R.I. & Sabie, O.M. (Eds.), <i>Proceedings of the 17th Administration and Public Management International Conference "Sustainability and Resilience in Public Administration"</i> , 15-16	



					of October, Bucharest, CD-ROM Collection, ASE Publishing House, pp. 26-36 (ISSN: 2069 – 4806)	
6.	<b>POPESCU Ruxandra-Irina</b> CORBOȘ Răzvan-Andrei BUNEA Ovidiu Iulian	The Competitiveness of Urban Systems in Central and Eastern Europe. A Qualitative Research	<i>The 16<sup>th</sup> Administration and Public Management International Conference</i>	23-24 Octombrie 2020	In Profiroiu, C.M., Nica, E, Popescu, R.I. & Sabie, O.M. (Eds.), <i>Proceedings of the 16<sup>th</sup> Administration and Public Management International Conference</i> , 23-24 of October, Bucharest, CD-ROM Collection, ASE Publishing House, pp. 31-44 (ISSN: 2069 – 4806)	RePEc CEEOL
7.	<b>POPESCU Ruxandra-Irina</b> CORBOȘ Răzvan-Andrei BUNEA Ovidiu Iulian	Study on the Influence of Customer Satisfaction on the Perceived Quality of Museum Exhibitions	<i>The 15<sup>th</sup> Administration and Public Management International Conference "Innovation in Public Sector"</i>	18-19 Octombrie 2019	In Profiroiu, C.M., Nica, E, Popescu, R.I. & Sabie, O.M. (Eds.), <i>Proceedings of the 15<sup>th</sup> Administration and Public Management International Conference "Innovation in Public Sector"</i> , 18-19 of October, Bucharest, CD-ROM Collection, ASE Publishing House, pp. 35-41 (ISSN: 2069 – 4806)	RePEc CEEOL
8.	<b>POPESCU Ruxandra-Irina</b> MINA-RAIU Laura BUNEA Ovidiu Iulian	Study on the Perception of Young People Regarding the Importance of Romanian Historical Cities in Promoting the Country Brand	<i>The 14<sup>th</sup> Administration and Public Management International Conference "Human Resource Management and Public Organizational Performance"</i>	25-26 Octombrie 2018	In Profiroiu, C.M., Nica, E, Popescu, R.I. & Sabie, O.M. (Eds.), <i>Proceedings of the 14<sup>th</sup> Administration and Public Management International Conference "Human Resource Management and Public Organizational Performance"</i> , 25-26 of October, Bucharest, CD-ROM Collection, ASE Publishing House, pp. 155-164 (ISSN: 2069 – 4806)	RePEc CEEOL

9.	<b>POPESCU Ruxandra-Irina</b> MINA-RAIU Laura BRIȘCARIU Roxana-Maria COMĂNESCU Mihaela BUNEA Ovidiu Iulian	Comparative Analysis of Historic City Branding in Romania. Case Study: Baia Mare, Alba Iulia and Sibiu	<i>The 13<sup>th</sup> Administration and Public Management International Conference "Policy and Organizational Change in Public Institutions"</i>	26-27 Octombrie 2017	In Profiroiu, C.M. & Popescu, R.I. (Eds.), <i>Proceedings of the 13<sup>th</sup> Administration And Public Management International Conference "Policy and Organizational Change in Public Institutions"</i> , 26-27 October, Bucharest, CD-ROM Collection, ASE Publishing House, pp. 146-162 (ISSN: 2069 – 4806)	RePEc CEEOL
10.	<b>POPESCU Ruxandra-Irina</b> CORBOȘ Răzvan-Andrei, MINA-RAIU Laura,	Study on the Contribution of European Funds Financed Projects to Urban Development	<i>The 11<sup>th</sup> Administration and Public Management International Conference "Strategic Management for Local Communities"</i>	30-31 Octombrie 2015	In Profiroiu, C.M. & Popescu, R.I. (eds.), <i>Proceedings of the 11<sup>th</sup> Administration and Public Management International Conference "Strategic Management for Local Communities"</i> , 30 <sup>th</sup> -31 <sup>st</sup> October, Bucharest, CD-ROM Collection, ASE Publishing House, pp. 164-176 (ISSN: 2069 – 4806)	RePEc CEEOL
11.	<b>POPESCU Ruxandra-Irina</b> CORBOȘ Răzvan-Andrei, MINA-RAIU Laura, STAN Gianina Nicoleta	Social Networks - Key Tool Used by Employees for Promoting the Image of Bucharest Museums	<i>The 10<sup>th</sup> Administration and Public Management International Conference "Economic Sociology, Human Resource Management and Organizational Dynamics"</i>	19-20 Iunie 2014	In Profiroiu, C.M. & Popescu, R.I. (eds.), <i>Proceedings of the 10<sup>th</sup> Administration and Public Management International Conference "Economic Sociology, Human Resource Management and Organizational Dynamic"</i> , 19-20 of June, Bucharest, CD-ROM Collection, ASE Publishing House, pp. 100-113 (ISSN: 2069 – 4806)	RePEc CEEOL
12.	<b>POPESCU Ruxandra-Irina</b> CORBOȘ Răzvan-Andrei	"Amazing Thailand" – its Contribution to Growing the Country's Competitiveness	<i>The 9<sup>th</sup> Administration and Public Management International Conference "Governance and management in a globalized context"</i>	17-18 Iunie 2013	In Profiroiu, C.M. & Popescu, R.I. (eds.) <i>Proceedings of the 9<sup>th</sup> Administration and Public Management International Conference "Governance and management in a globalized context"</i> , 17 <sup>th</sup> – 18 <sup>th</sup> of June, București, CD-ROM Collection, ASE Publishing House, pp. 233-247 (ISSN: 2069 – 4806)	RePEc CEEOL

13.	<b>POPESCU Ruxandra-Irina</b>	The Role of Creative Industries in Raising Urban Competitiveness. UNESCO Network of Creative Cities- Successful Models for Romania	<i>The 8th Administration and Public Management International Conference "City Management and Urban Policy in Time of Turmoil"</i>	18-19 Iunie 2012	In Profiroiu, C.M. & Popescu, R.I. (eds.) <i>Proceedings of the 8th Administration and Public Management International Conference "City Management and Urban Policy in Time of Turmoil"</i> , 18 <sup>th</sup> – 19 <sup>th</sup> of June, Bucharest, CD-ROM Collection, ASE Publishing House, pp. 173-194 (ISSN: 2069 – 4806)	RePEc
14.	<b>POPESCU Ruxandra-Irina</b>	Vienna`s Branding Strategy. Good Practices for Bucharest`s Strategic Development	<i>The 7th Administration and Public Management International Conference "State Reform: Public Administration and Regional Development"</i>	21-22 Iunie 2011	In Profiroiu, M. (ed.) <i>Proceedings of the 7th Administration and Public Management International Conference "State Reform: Public Administration and Regional Development"</i> , 21 <sup>st</sup> – 22 <sup>nd</sup> of June, Bucharest, CD-ROM Collection, ASE Publishing House, pp. 329-345 (ISSN: 2069 – 4806)	RePEc
15.	<b>POPESCU Ruxandra-Irina</b> CORBOȘ Răzvan-Andrei	Urban Management– Current Strategic Approaches	<i>The 6th Administration and Public Management International Conference "Public Administration Management in Times of Crisis"</i>	24-25 Iunie 2010	In Profiroiu, M. (ed.) <i>Proceedings of the 6<sup>th</sup> Administration and Public Management International Conference "Public administration management in times of crisis"</i> , 23-24 June, Bucharest, ASE Publishing House, pp. 172-185 (ISSN: 2069 – 4806)	RePEc
16.	<b>POPESCU Ruxandra-Irina</b>	Promoting – a Base Component of the Marketing Mix in Museums. Case Study: The Museum of the Romanian Peasant	<i>The 5th Administration and Public Management International Conference "Public Institutions' Capacity to Implement the Administrative Reform Process"</i>	23-24 Iunie 2009	In <i>Proceedings of the 5th Administration and Public Management International Conference "Public Institutions' Capacity to Implement the Administrative Reform Process"</i> , 23-24 June, Bucharest, Alcris Publishing House, pp. 165-172 (ISBN: 978-973-646-638-0)	RePEc
17.	<b>POPESCU Ruxandra-Irina</b> CORBOȘ Răzvan-Andrei	The Role of the Marketing Mix in Conceiving the Strategic Options for the County Museum in Botoșani			In <i>Proceedings of the 5th Administration and Public Management International Conference "Public Institutions' Capacity to Implement the Administrative Reform Process"</i> , 23-24 June, Bucharest, Alcris Publishing House, pp. 233-246 (ISBN: 978-973-646-638-0)	

## E.3. Studii publicate în volumele unor manifestări științifice din străinătate

Nr. crt.	AUTORI	TITLUL LUCRĂRII	MANIFESTAREA ȘTIINȚIFICĂ	DATA	PUBLICARE
1.	<b>POPESCU Ruxandra-Irina</b> CORBOȘ Răzvan-Andrei	Increasing Bucharest's Competitiveness through Tourism Development	<i>International Academic Conference in Lisbon, Portugal</i> organizată de International Institute of Social and Economic Sciences în parteneriat cu University of Economics in Prague – Economic Faculty	9-12 Septembrie 2012	<i>In Online Proceedings of the International Academic Conference in Lisbon, Portugal</i> , September 9-12, Published by IISES, pp. 515-528 (ISBN: 978-80-905241-2-5)
2.	CORBOȘ Răzvan-Andrei <b>POPESCU Ruxandra-Irina</b>	Museums contribution to urban regeneration and development: "The Guggenheim Effect" – good practice for Bucharest			<i>In Online Proceedings of the International Academic Conference in Lisbon, Portugal</i> , September 9-12, Published by IISES, pp. 190-204 (ISBN: 978-80-905241-2-5)
3.	<b>POPESCU Ruxandra-Irina</b> CORBOȘ Răzvan-Andrei	Creative City and Urban Development - Competitiveness through Culture. Sibiu in the Context of UNESCO Creative Cities Network	<i>Conferința Internațională Multidisciplinară "The second Conference of the International Journal of Arts &amp; Sciences in Prague"</i> , organizată de către Departamentul Conferințe al International Journal of Arts & Sciences din SUA în colaborare cu University of Malta's Gozo Campus și Anglo-American University of Prague. Praga, Republica Cehă	26-29 Iunie 2012	<i>Humanities and Social Sciences Review</i> , 1(2), 491-504 (ISSN: 2165-6258)
4.	CORBOȘ Răzvan-Andrei <b>POPESCU Ruxandra-Irina</b>	The Competitive Environment of Romanian Cultural Organizations- Sources of Opportunities for Raising Competitiveness in Urban Development Context			<i>International Journal of Business &amp; Management Studies</i> , 1(1), 541-552. (ISSN: 2158-1479)
5.	<b>POPESCU Ruxandra-Irina</b> ZAMFIR Andreea-Ileana	Ecological Marketing and Competitive Cities: Best Practices for Sustainable Development of Green Cities	<i>Conferința Internațională Multidisciplinară "Conference of the International Journal of Arts &amp; Sciences"</i> organizată de către Departamentul Conferințe al International Journal of Arts & Sciences din SUA în colaborare cu American University of Rome (AUR) la Roma (Italia)	31.10 – 3.11.2011	<i>International Journal of Arts &amp; Sciences</i> , 5(1), 411-419. (ISSN 1944-6934)
6.	<b>POPESCU Ruxandra-Irina</b> CORBOȘ Răzvan-Andrei MINA Laura	Romania's Tourism Brand - Instrument for Country Strategic Development	<i>10<sup>th</sup> International Symposium Economy &amp; Business: "Economic Development and Growth"</i> , organizat de Bulgarian Academy of Sciences; Union of Scientists in Bulgaria; University of Zagreb, Croatia; University of Craiova, Romania; Fatih University, Istanbul, Turkey; Technological Educational Institute of Kavala, Greece; Szent Istvan University, Institute of Finance and Accountancy, Hungary; University of Defence, Czech Republic	3-7 Sept. 2011	<i>Journal of International Scientific Publications, Economy &amp; Business Journal</i> , 5(1), 140-154. (ISSN: 1313-2555)
7.	CORBOȘ Răzvan-Andrei <b>POPESCU Ruxandra-Irina</b> MINA Laura	Marketing's Role in Raising Romanian Cultural Organizations Competitiveness			<i>Journal of International Scientific Publications, Economy &amp; Business Journal</i> , 5(1), 121-139 (ISSN: 1313-2555)

8.	<b>POPESCU Ruxandra-Irina</b> MIROIU Adrian	Overview of the Romanian Market of Training for Romanian Civil Servants	<i>The 15<sup>th</sup> NISPAcee Annual Conference "Leadership and Management in the Public Sector: Values, Standards and Competencies in Central and Eastern Europe"</i> Kiev, Ucraina	17-19 Mai 2007	Lucrarea a fost publicată în volumul „ <i>Leadership and Management in the public Sector: Values, Standards and Competencies in Central and Eastern Europe</i> ”, (Secțiunea “Capacity Building of a Civil Servants’ Training System According to EU Requirements”). ISSN: 978-80-89013-32-6
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#### E.4. Studii publicate în volumele unor manifestări științifice naționale și internaționale din țară

Nr. crt.	AUTORI	TITLUL LUCRĂRII	MANIFESTAREA ȘTIINȚIFICĂ	DATA	PUBLICARE
1.	BUNEA Ovidiu Iulian CORBOȘ Răzvan-Andrei <b>POPESCU Ruxandra-Irina</b>	Challenges for a Digital Sustainable Supply Chain in a Circular Economy Context	<i>The 5th International Conference on Economics and Social Sciences</i> organizată de Academia de Studii Economice din București	16-17 Iunie 2022	In Dima, A.M. & Vargas, V.M (eds.), <i>Proceedings of the 5th International Conference on Economics and Social Sciences</i> , 16-17 June, Bucharest, ASE Publishing House, pp. 731-740 (ISSN 2704-6524)
2.	<b>POPESCU Ruxandra-Irina</b>	Branding and Rebranding Strategies' Role in South Korea's Strategic Development	<i>The 8<sup>th</sup> International Conference - European Economic Recovery and Regional Structural Transformations</i> , organizată de Asociația Română de Științe Regionale, Universitatea Babeș-Bolyai Cluj-Napoca și Agenția de Dezvoltare Regională Nord-Vest	24-25 Iunie 2011	Lucrările au fost publicate pe CD-ul simpozionului „ <i>European Economic Recovery and Structural Transformations</i> ”, Cluj, 2011, ISBN: 978-973-53-0574-1.
3.	CORBOȘ Răzvan-Andrei <b>POPESCU Ruxandra-Irina</b>	Good Practices in Using Cultural Marketing for Raising National Village Museum "Dimitrie Gusti" Competitiveness			
4.	<b>POPESCU Ruxandra-Irina</b> CORBOȘ Răzvan-Andrei	Ecotourism – Strategic Option for the Towns of the Future	<i>The International Conference "Ecological Performance in a Competitive Economy PEEC 2010"</i> , Bucharest	11-12 Noiembrie 2010	In Bran, F., Ioan, I., Rădulescu, C.V. & Mărunțelu, T. (Eds.), <i>Proceedings of the International Conference "Ecological Performance in a Competitive Economy PEEC 2010", Supplement of Quality – access to success</i> , 11-12 November, Year 11, Vol. II, No. 118, pp. 124-129 (ISSN: 1582-2559).
5.	CORBOȘ Răzvan-Andrei <b>POPESCU Ruxandra-Irina</b>	Strategic Analysis of Ecological Marketing Mix			

6.	<b>POPESCU Ruxandra-Irina</b> CORBOȘ Răzvan-Andrei	Building a Brand for Romania's Capital – an Opportunity for Tourism and for the Business World in the Current Crisis Conditions	<i>The 5<sup>th</sup> WSEAS International Conference on Economy and Management Transformation (EMT '10)</i> organizată de The World Scientific and Engineering Academy and Society și Universitatea de Vest din Timișoara	24-26 Oct. 2010	In Pirtea, M., Mazilu, M. & Srouhal, J. (Eds.), <i>Proceedings of the 5<sup>th</sup> WSEAS International Conference on Economy and Management Transformation (Vol. I)</i> , 24-26 October, Timișoara, WSEAS Press, pp. 192-197 (ISSN: 1792-5983; ISBN: 978-960-474-240-0)
7.	CORBOȘ Răzvan-Andrei <b>POPESCU Ruxandra-Irina</b>	The Regeneration of the Historic Center – Strategic Option for Promoting Bucharest's Tourism			In Pirtea, M., Mazilu, M. & Srouhal, J. (Eds.), <i>Proceedings of the 5<sup>th</sup> WSEAS International Conference on Economy and Management Transformation (Vol. I)</i> , 24-26 October, Timișoara, WSEAS Press, pp. 186-191 (ISSN: 1792-5983; ISBN: 978-960-474-240-0)
8.	<b>POPESCU Ruxandra-Irina</b> CORBOȘ Răzvan-Andrei	Implicațiile strategice ale rebrandingului orașului Atena. Bune practici pentru strategia de marketing a Bucureștiului	<i>Conferința Internațională "A Comparative View of Administrative Systems: the Need for Reform in the Context of Global Crisis"</i> , organizată de Facultatea de Economie și Administrarea Afacerilor, Universitatea "Alexandru Ioan Cuza" din Iași	22-24 Octombrie 2009	Lucrarea a fost publicată în Onofrei, M., Chirleşan, D. (Eds.), "Cum să-ți protejezi firma în contextual crizei financiare" Editura Universității "Al. Ioan Cuza", Iași, 2009, ISSN: 978-973-703-522-6
9.	<b>POPESCU Ruxandra-Irina</b>	Campaniile de promovare ale Ungariei – cheia spre un brand de țară de succes	<i>Conferința Internațională de Turism, "Turismul montan durabil - răspuns regional la provocări globale"</i> , Ediția a II – a, organizată de Asociația pentru Promovarea Turismului Mehedinți și Centrul de Cercetare Studii Turistice și Prognoză Universitatea București	26-27 Septembrie 2009	Lucrările au fost publicate în volumul „Sustainable Mountain Tourism –Local Responses for Global Changes”, Editura Universitaria, Craiova, 2009, ISBN: 978-606-510-622-2
10.		Impactul crizei economice asupra turismului european			
11.	<b>POPESCU Ruxandra-Irina</b>	Country Brand in Eastern and Central Europe. Bulgaria's Case	<i>The 7th International Symposium of The Romanian Regional Science Association "Territorial Cohesion. Growth. Convergence. Competitiveness"</i> organizată de Asociația Română de Științe Regionale, Universitatea de Nord din Baia Mare, Facultatea de Științe, Catedra de Discipline Economice și de Administrația locală Baia Mare.	12-13 Iunie 2009	Lucrările au fost publicate pe CD-ul simpozionului „Territorial Cohesion. Growth. Convergence. Competitiveness”, (secțiunea 7.A), Baia Mare, 2009, ISBN: 978-606-536-022-8
12.		„Hola, soy romano!” or Improving Romania's Image in Spain Campaign			
13.	<b>POPESCU Ruxandra-Irina</b>	Rolul marketingului în îmbunătățirea activității bibliotecilor	<i>Simpozionul Internațional "Abordări moderne în managementul și economia organizației"</i> , Ediția a II-a, organizat de Catedra de Management, ASE București	21 Noiembrie 2008	Lucrările au fost publicate pe CD-ul simpozionului „Abordări moderne în managementul și economia organizației”
14.	<b>POPESCU Ruxandra-Irina</b>	Importanța turismului urban durabil. Experiența orașului Toronto, Canada	<i>Conferința Internațională „Impactul aderării României la Uniunea Europeană asupra administrației publice”</i> ,	23-24 Iunie 2008	Lucrarea a fost publicată pe CD-ul simpozionului „The impact of the Romania's accession to European Union



			organizată de Catedra de Administrație și Management Public, Facultatea de Management, ASE București		<i>on the public administration</i> ", Editura ASE, București, 2008, ISBN: 978-606-505-149-2
15.	<b>POPESCU Ruxandra-Irina</b>	City brands - examples and role - models for Romania	<i>Conferința Internațională „Bune practici în administrația publică la nivel național și internațional”</i> , organizată de Catedra de Administrație și Management Public, Facultatea de Management, ASE București	22-23 Iunie 2007	Lucrarea a fost publicată în volumul <i>„International and National Best Practices in Public Administration”</i> , Editura Curtea Veche, București, 2008, ISBN: 978-973-9467-95-7
16.	<b>POPESCU Ruxandra-Irina</b>	Particularitățile marketingului urban în țările din Europa	<i>Simpozionul Internațional “Abordări moderne în managementul și economia organizației”</i> , organizat de Catedra de Management, ASE București	23-24 Noiembrie 2006	Lucrările au fost publicate în volumul <i>simpozionului “Abordări moderne în managementul și economia organizației”, (vol. 2)</i> , Editura ASE, București, 2007 (ISBN: 978-973-594-869-6)
17.	<b>POPESCU Ruxandra-Irina</b>	Imaginea urbană și rolul său în turismul de afaceri	<i>Conferința „Direcții ale dezvoltării turismului în perspectiva integrării europene și globalizării”</i> , organizată de Catedra de Comerț -Turism, Facultatea de Științe Economice și Administrație Publică, Universitatea „Ștefan cel Mare”, Suceava	26-27 Mai 2006	Lucrările au fost publicate în volumul <i>„Turismul la începutul mileniului III. Provocări și tendințe”</i> , (coord. Hapenciu, V., Năstase, C.), Editura Sedcom Libris, 2006, ISBN: 973-670-169-7
18.		Rolul mass-mediei în promovarea orașelor			
19.	<b>POPESCU Ruxandra-Irina</b>	Metropolitan Development in Romania	<i>Simpozionul Național “Reforma administrației publice în contextul procesului de integrare europeană”</i> , organizat de către Catedra de Administrație Publică – ASE București, ASIAP, British Council, Leaders Romania	27-28 Octombrie 2005	Lucrările au fost publicate în volumul <i>„Reforma administrației publice în contextul procesului de integrare europeană”</i> , Editura Cavallioti, București, 2005, ISBN: 973-7622-21-9
20.		Dimensions and consequences of the sustainable development			
21.	<b>POPESCU Ruxandra-Irina</b>	Politica urbană și prosperitatea orașelor	<i>Al V-lea Simpozion Internațional “Investițiile și Relansarea Economică”</i> organizat de către Catedra de Eficiență Economică (ASE) și Banca Română pentru Dezvoltare	29-31 Mai 2003	Lucrarea a fost publicată în volumul <i>„Investițiile în sistemul afacerilor”</i> (coord. Vasilescu Ion și Luban Florica), Editura ASE, București, 2003, ISBN: 973-86365-0-7
22.	<b>POPESCU Ruxandra-Irina</b>	Concurența dintre orașe. Performanțele urbane și rolul politicii urbane	<i>Al III-lea Simpozion Național al Asociației Române de Științe Regionale “Avantaje competitive și dezvoltare regională”</i>	22-23 Mai 2003	Lucrarea a fost publicată în volumul <i>„Avantaje competitive și dezvoltare regională”</i> (coord. Ailenei D., Constantin D.L., Jula D.), Editura Oscar Print, București, 2004, ISBN: 973-668-047-9
23.	<b>POPESCU Ruxandra-Irina</b> ABĂLUȚĂ Oana Matilda	Strategii de dezvoltare urbană. Evaluarea progresului – soluții și politici pentru amplificarea impactului			

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