

## ANNEX I: List of publications

### Published articles and communications:

- „*Implications and economic fundamentals of the market education strategy*”, **International Management Symposium, Timisoara, November 1999;**
- „*Formative role of public discourse in teaching process*” (collaboration), **International Management Symposium, Timisoara, November 1999;**
- „*Implications of international internships on the Romanian management style*”, **The Fourth International Conference of PGV (Pays Group Vishegrad) Network, Iași, October 2000;**
- „*Ways of managing relationships external customers*”, **Intercultural Management Journal, Iași, 2000;**
- „*Does size matter?*”, [www.markmedia.ro](http://www.markmedia.ro);
- Opinion pieces – **Ziarul de Iași;**
- „*Priceless training - developing skills in construction management - the perceived needs of the target market*”, **National Conference “Economic development realities and actions on the verge of Romania's EU integration”, Iași, October 2005;**
- „*A look from beyond the Prut - business tourism in Romania*”, **National Conference “Economic development realities and actions on the verge of Romania's EU integration”, Iași, October 2005;**
- „*Quality Improvement in Marketing Programs; A Step-by-Step Experience in Selecting Better Students*” –**European Marketing Association Conference, Budapest, 2007;**
- “*Strategies for Internal Competition in Higher Education*” – **SSRN, 2008;**
- „*Beyond Credibility: Scale Development for Measuring a Candidate's Profile*”, **Transformation in Business and Economics, Vol. 8, No 3(18), Supplement A, 2009, VILNIUS, LITHUANIA;**
- “*Running OER MOOC COURSES BY EUROREGION SIRET-PRUT-NISTRU USING MMODLE PLATFORM*” - **The 11th International Conference eLearning and Software for Education - Bucharest, April 23-24, 2015**

### Published translations:

- **André Moreau, „Autothérapie assistée”, POLIROM Publishing House, Iași, September 1999;**
- **André Moreau, „Les clefs de l'autoterapie assistée”, OPUS CULTURAL Publishing, Onești, September 2005.**

### Published books:

- “*Marketing Research – Simply studying the market*” - collaboration, **POLIROM Publishing House, Iași, January 2002;**
- “*Marketing Research - Simply studying the market*” - collaboration, **POLIROM Publishing House, Iași, December 2005;**
- “*Marketing – principles, practices, horizons*” - collaboration, **SEDCOM LIBRIS Publishing, Iași, May 2006.**

### Coordinated research volumes out of Conferences:

- “*The role of Euroregion in Sustainable Development*” – **The Romanian Academy – Iasi Subsidiary, 2013;**
- “*The role of Euroregion in Sustainable Development*” – **The Romanian Academy – Iasi Subsidiary, 2014;**
- “*The role of Euroregion in Sustainable Development*” – **The Romanian Academy – Iasi Subsidiary, 2015;**

- *"The role of Euroregion in Sustainable Development"* – **The Romanian Academy – Iasi Subsidiary, 2016.**