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Facultatea Construcții de Mașini
Departamentul Management și Inginerie Economică
S.I. dr.ing.,ec. Adriana-Mirela Sava

LISTA DE LUCRĂRI

A – Lista celor 10 lucrări considerate relevante

1. **Sava, Adriana**, Bogdan, M., Kocsi, K. Online disclosure of non-financial information in Romanian large companies. *Acta Technica Napocensis – Series: Applied Mathematics, Mechanics and Engineering*, vol. 61, Issue Special, September 2018, pp. 203-208, [ISI ESCI].
2. Bogdan, M., **Sava, Adriana**. Supply chain finance, a solution to improve business efficiency. *Acta Technica Napocensis – Series: Applied Mathematics, Mechanics and Engineering*, vol. 61, issue IV, November, 2018, pp. 625-630, [ISI ESCI].
3. Horváth, P., Pütter, J., Dagilienė, L., Dimante, D., Haldma, T., Kochalski, C., Kral, B., Labaš, D., Lääts, K., Osmanagić Bedenik, N., Paksiová, R., Petera, P., Ratajczak, P., Rejc Buhovac, A., **Sava, Adriana**, Sucală, V.I., Tirnitz, T.J., Wagner, J. Status Quo and Future Development of Sustainability Reporting in Central and Eastern Europe. *Journal of East European Management Studies*, vol. 22, no. 2, 2017, pp. 221-243, ISSN 0949-6181, [ISI, IF(2017)=0.794].
4. Sucală, I.V., **Sava, Adriana**. The attitude of Romanian industrial companies towards the market during transition. *Acta Polytechnica Hungarica*, vol. 12, no. 5, 2015, pp. 81-99, ISSN 1785-8860, [ISI, IF(2015)=0.544].
5. **Sava, Adriana**, Bacali, L., Boșcoianu, M. Research regarding the measurement practices of distribution performance as a component of marketing performance. *Proceedings of the 5th Review of Management and Economic Engineering International Management Conference “From Management of Crisis to Management in a Time of Crisis”*, Septembrie 22-24, 2016, Cluj-Napoca, pp. 456-462, ISSN 2247-8639 [ISI Proceedings].
6. **Bodea (Sava), Adriana**, Bacali, L., Avasilcăi, S. Research on practices used by Romanian companies for measuring marketing performance. *Proceedings of the 2nd Review of Management and Economic Engineering International Management Conference “Management of Crisis or Crisis of Management”*, Septembrie 15-17, 2011, Cluj-Napoca, pp. 238-246, ISSN 2247-8639 [ISI Proceedings].
7. Bacali, L., **Sava, Adriana**. Assessment of the importance of market performance indicators for the firms from the National Top of Romania (I). *Actual Problems of Economics*, no. 1 (139), 2013, pp. 236-245, ISSN 1993-6788 [SCOPUS].
8. Sucală, V.I., **Sava, Adriana**. *Sustainability Reporting in Romania: Is Sustainability Reporting Enough?* În: Horváth, P. și Pütter, J. (Eds.) *Sustainability Reporting in Central and Eastern European Companies*. MIR Series in International Business, Springer, Cham, 2017, pp. 167-179, ISBN 978-3-319-52577-8.

9. **Sava, Adriana**, Bacali, L. *Research regarding marketing performance measurement in companies from the National Top of Companies in Romania*. În: Nicolescu, O., Oprean, C. și Titu, M.A. (Eds.) *The Best Romanian Management Studies 2013-2014*, LAP LAMBERT Academic Publishing, 2015, pp. 213-226, ISBN 978-3-659-69622-0.
10. **Sava, Adriana**, Baldogi, C., Oprea, G.S. Young Romanian consumers' opinion on organic food products (I). *Review of Management and Economic Engineering*, vol. 17, no. 1 (67), 2018, pp. 53-64, ISSN 1583-624X [EBSCO]

B – Teza de doctorat

„Cercetări privind performanța de marketing în organizații”
conducător științific : Prof.dr.ing., ec. Laura Bacali
Universitatea Tehnică din Cluj-Napoca
Susținere publică: 26.09.2011.

C – Cărți și capitole în cărți

CĂRȚI

1. **Sava, Adriana**. *Importanța măsurării performanței de marketing*. Editura U.T.Press, Cluj-Napoca, 2018, ISBN 978-606-737-317-2, 259 pag.
2. Avasilcăi, S., Bacali, L., Pop, C., **Bodea, Adriana**, Ivanov, C., Trif, C., Teodoreanu, I., Cordoș, C., Cosovici, G. *Antreprenoriat: Cercetări aplicative*. Editura Todesco, Cluj-Napoca, 2009, ISBN 978-973-7695-66-6, 252 pag.
3. Cordoș, R., Bacali, L., **Bodea, Adriana**, Pop, C., Avasilcăi, S., Anguelov, K. *Antreprenoriat*. Editura Todesco, Cluj-Napoca, 2008, ISBN 978-973-7695-44-4, 216 pag.

CAPITOLE ÎN CĂRȚI

4. Sucală, V.I., **Sava, Adriana**. *Sustainability Reporting in Romania: Is Sustainability Reporting Enough?* În: Horváth, P. și Pütter, J. (Eds.) *Sustainability Reporting in Central and Eastern European Companies*. MIR Series in International Business, Springer, Cham, 2017, pp. 167-179, ISBN 978-3-319-52577-8.
5. Horváth, P., Pütter, J., Haldma, T., Lääts, K., Dimante, D., Dagilienė, L., Kochalski, C., Ratjaczak, P., Wagner, J., Petera, P., Paksiová, R., Tirnitz, T., Sucală, I.V., **Sava, Adriana**, Rejc Buhovac, A., Osmanagić Bedenik, N., Labaš, D. *Sustainability Reporting in Central and Eastern European Companies: Results of an International and Empirical Study*. În: Horváth, P. și Pütter, J. (Eds.) *Sustainability Reporting in Central and Eastern European Companies*. MIR Series in International Business, Springer, Cham, 2017, pp. 11-49, ISBN 978-3-319-52577-8.
6. **Sava, Adriana**, Bacali, L. *Research regarding marketing performance measurement in companies from the National Top of Companies in Romania*. În: Nicolescu, O., Oprean, C. și Titu, M.A. (Eds.) *The Best Romanian Management Studies 2013-2014*, LAP LAMBERT Academic Publishing, 2015, pp. 213-226, ISBN 978-3-659-69622-0.

MATERIALE DIDACTICE

7. **Sava, Adriana.** *Economia întreprinderii: note de curs*, Editura U.T.Press, Cluj-Napoca, 2019, ISBN 978-606-737-371-4, 130 pag.
8. Avasilcăi, S., **Sava, Adriana.** *Managementul performanței – suport de curs*, în Bacali, L. (coord.), *Antreprenoriat – manualul calificării*, Editura U.T.Press, Cluj-Napoca, 2010, ISBN 978-973-662-582-4, pp. 839-885.
9. **Sava, Adriana.** *Informatică aplicată – suport de curs*, în Bacali, L. (coord.), *Antreprenoriat – manualul calificării*, Editura U.T.Press, Cluj-Napoca, 2010, ISBN 978-973-662-582-4, pp. 333-350.
10. Bacali, L. (coord.), **Sava, Adriana**, ș.a. *Marketing: probleme, cazuri, teste*, Editura U.T. Press, Cluj-Napoca, 2010, ISBN 978-973-662-583-1.

D – Articole/ studii in extenso, publicate în reviste din fluxul științific internațional principal

1. **Sava, Adriana**, Bogdan, M., Kocsi, K. Online disclosure of non-financial information in Romanian large companies. *Acta Technica Napocensis – Series: Applied Mathematics, Mechanics and Engineering*, vol. 61, Issue Special, September 2018, pp. 203-208, [ISI ESCI].
2. Bogdan, M., **Sava, Adriana**. Supply chain finance, a solution to improve business efficiency. *Acta Technica Napocensis – Series: Applied Mathematics, Mechanics and Engineering*, vol. 61, issue IV, November, 2018, pp. 625-630, [ISI ESCI].
3. Horváth, P., Pütter, J., Dagilienė, L., Dimante, D., Haldma, T., Kochalski, C., Kral, B., Labaš, D., Lääts, K., Osmanagić Bedenik, N., Pakšiová, R., Petera, P., Ratajczak, P., Rejc Buhovac, A., **Sava, Adriana**, Sucală, V.I., Tirnitz, T.J., Wagner, J. Status Quo and Future Development of Sustainability Reporting in Central and Eastern Europe. *Journal of East European Management Studies*, vol. 22, no. 2, 2017, pp. 221-243, ISSN 0949-6181, [ISI, IF(2017)=0.794].
4. Sucală, I.V., **Sava, Adriana**. The attitude of Romanian industrial companies towards the market during transition. *Acta Polytechnica Hungarica*, vol. 12, no. 5, 2015, pp. 81-99, ISSN 1785-8860, [ISI, IF(2015)=0.544].
5. Oprea, G.S., **Sava, Adriana**. Importance of content marketing in a company's business strategy. *Review of Management and Economic Engineering*, vol. 18, no. 1 (71), 2019, pp. 23-35, ISSN 1583-624X [EBSCO].
6. **Sava, Adriana**, Baldogi, C., Oprea, G.S. Young Romanian consumers' opinion on organic food products (II). *Review of Management and Economic Engineering*, vol. 17, no. 1 (67), 2018, pp. 53-64, ISSN 1583-624X [EBSCO].
7. **Sava, Adriana**, Baldogi, C., Oprea, G.S. Young Romanian consumers' opinion on organic food products (I). *Review of Management and Economic Engineering*, vol. 16, no. 3 (65), 2017, pp. 469-482, ISSN 1583-624X [EBSCO].
8. Mureşan, C., **Sava, Adriana**, Purcea, A. Marketing research regarding students' opinion on the second round of the presidential elections. *Review of Management and Economic Engineering*, vol. 14, no. 1 (55), 2015, pp. 87-96, ISSN 1583-624X [EBSCO].

9. Oprea, G.S., Cordoş, R., **Sava, Adriana**. European practices of philanthropy. *Review of Management and Economic Engineering*, vol. 14, no. 1 (55), 2015, pp. 153-160, ISSN 1583-624X [EBSCO].
10. Bacali, L., **Sava, Adriana**. Assessment of the importance of market performance indicators for the firms from the National Top of Romania (I). *Actual Problems of Economics*, no. 1 (139), 2013, pp. 236-245, ISSN 1993-6788 [SCOPUS].
11. **Sava, Adriana**, Bacali, L. Assessment of the importance of market performance indicators for the firms from the National Top of Romania (II). *Actual Problems of Economics*, no. 4 (140), 2013, pp. 472-479, ISSN 1993-6788 [SCOPUS].
12. **Sava, Adriana**, Trif (Mureşan), C. Jerome McCarthy's contribution to marketing. *Review of Management and Economic Engineering*, vol. 12, no. 2 (48), 2013, ISSN 1583-624X [EBSCO].
13. Trif (Mureşan), C., **Sava, Adriana**, Pinte, C., Bacali, L. Applicative marketing research regarding the impact of the political-legal factor on some SMEs in Romania (II). *Review of Management and Economic Engineering*, vol. 12, no. 2 (48), 2013, pp. 97-106, ISSN 1583-624X [EBSCO].
14. Trif (Mureşan), C., Pinte, C., **Sava, Adriana**, Bacali, L. Applicative marketing research regarding the impact of the political-legal factor on some SMEs in Romania. *Review of Management and Economic Engineering*, vol. 11, no. 4 (46), 2012, pp. 83-90, ISSN 1583-624X [EBSCO].
15. **Sava, Adriana**, Bacali, L., Trif (Mureşan), C. Marketing performance measurement. *Review of Management and Economic Engineering*, vol. 11, no. 4 (46), 2012, pp. 177-192, ISSN 1583-624X [EBSCO].
16. **Bodea (Sava), Adriana**, Bacali, L. Importance of the marketing mix components in the context of Romanian firms' marketing performance. *Review of Management and Economic Engineering*, vol. 10, no. 2, 2011, pp. 52-70, ISSN 1583-624X [EBSCO].
17. Trif, C., Bacali, L., **Bodea, Adriana**. Sampling: between theory and practice. *Review of Management and Economic Engineering*, vol. 9, no. 2, 2010, pp. 133-139, ISSN 1583-624X [EBSCO].
18. Bacali, L., **Sava, Adriana**. Research regarding product performance measurement in the context of marketing performance. *Annals of the Academy of Romanian Scientists, New Series on Economy, Law and Sociology*, vol. 1, no. 1, 2015, pp. 59-68, ISSN 2068-200X.
19. Pop, C., **Bodea, Adriana**, Avasilcăi, S. Studies regarding the development of entrepreneurial skills. *KSI Transactions on Knowledge Society*, a publication of the Knowledge Society Institute, II International Science Conference Knowledge Society, vol. 4, 2009, pp. 32-34, ISSN 1313-4787.

E – Publicații in extenso, apărute în lucrări ale principalelor conferințe internaționale de specialitate

1. **Sava, Adriana**, Bacali, L., Boșcoianu, M. Research regarding the measurement practices of distribution performance as a component of marketing performance. *Proceedings of the 5th Review of Management and Economic Engineering*

International Management Conference “From Management of Crisis to Management in a Time of Crisis”, Septembrie 22-24, 2016, Cluj-Napoca, pp. 456-462, ISSN 2247-8639 [ISI Proceedings].

2. **Bodea (Sava), Adriana**, Bacali, L., Avasilcăi, S. Research on practices used by Romanian companies for measuring marketing performance. *Proceedings of the 2nd Review of Management and Economic Engineering International Management Conference “Management of Crisis or Crisis of Management”*, Septembrie 15-17, 2011, Cluj-Napoca, pp. 238-246, ISSN 2247-8639 [ISI Proceedings].
3. Avasilcăi, S., **Bodea, Adriana**, Bacali, L., Trif, C. Performance prism framework in higher education institutions. *Proceedings of the 6th International Seminar on Quality Management in Higher Education*, Iulie 8-9, 2010, Tulcea, QMHE vol. 1, pp. 19-22, ISBN general 978-973-662-566-4, ISBN volum 978-973-662-567-1 [ISI Proceedings].
4. Avasilcăi, S., **Bodea, Adriana**, Bacali, L. University ranking systems at global, European and Romanian levels. *Proceedings of the 6th International Seminar on Quality Management in Higher Education*, Iulie 8-9, 2010, Tulcea, QMHE vol. 1, pp. 23-26, ISBN general 978-973-662-566-4, ISBN volum 978-973-662-567-1 [ISI Proceedings].
5. El Khayat, G., Bacali, L. **Bodea, Adriana**. A quality function deployment inspired mathematical model for optimal allocation of the promotional budget. *EMS UKSim 4th European Modeling Symposium on Mathematical Modeling and Computer Simulation*, Noiembrie 17-19, 2010, Pisa, pp. 84-89 [SCOPUS, IEEE].
6. **Sava, Adriana**. Importance of brand performance measurement – evidence from Romanian companies. *Proceedings of the 6th Review of Management and Economic Engineering International Management Conference “Performance management or management performance?”*, Septembrie 20-22, 2018, Cluj-Napoca, pp. 209-216, ISSN 2247-8639.
7. **Sava, Adriana**, Bacali, L. Use of marketing indicators in some firms from Romania. *Proceedings of the 3rd Review of Management and Economic Engineering International Management Conference “A new dilemma: between East and West”*, Septembrie 13-15, 2012, Cluj-Napoca, pp. 142-148, ISSN 2247-8639.
8. **Bodea, Adriana**. Managing promotional mix and budget in Romanian organizations. *Proceedings of the 7th International Conference of Electromechanical and Power Systems (SIELMEN)*, Octombrie 8-9, 2009, Iași, vol. 1, pp. 462-466, ISBN vol. 1. 978-606-520-617-5.

Data

15.06.2019

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