

### *Listă selectivă publicații*

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#### **Articole ISI Thomson (WOS – Clarivate analytics) + ISI Proceedings**

##### **1) Citizen engagement in the “post-truth era**

By Andreia Gabriela Andrei, Adriana Zait, Claudia Stoian, Oana Tugulea, Adriana Manolica , Kybernetes, ISSN: 0368-492X, Publication date: 29 July 2019, <https://doi.org/10.1108/K-03-2019-0178>

##### **2) Exploring the role of civilizational competences for smart cities' development**

By: Zait, Adriana, TRANSFORMING GOVERNMENT- PEOPLE PROCESS AND POLICY (WOS – ESCI), Volume: 11 Issue: 3 Pages: 377-392 Published: 2017.

3) Title [Word of mouth generation and brand communication strategy: findings from an experimental study explored with PLS-SEM](#), Andrei, Andreia; Zait, Adriana; Vatamanescu, Elena-Madalina; Pînzaru, Florina, *Industrial Management & Data Systems*, **Q1, Impact factor 1.226, AIS 0.785**. Vol 117, Iss. 3, 2017, DOI: <http://dx.doi.org/10.1108/IMDS-11-2015-0487>., **Impact factor 1.226**.

##### **4) Exploring the Practice of Making Informal Payments in the Health Sector: Some Lessons from Greece**

By: Horodnic, Adrian V.; Williams, Colin C.; Polese, Abel; et al., Edited by: Polese, A; Williams, CC; Horodnic, IA; et al.

INFORMAL ECONOMY IN GLOBAL PERSPECTIVE: VARIETIES OF GOVERNANCE Book Series: International Political Economy Series Pages: 157-172 Published: 2017

5) Title: [Motivation and research productivity in a university system undergoing transition](#)

IA Horodnic, A Zait, Research Evaluation, 1-11, 2015. (**Q1, Impact factor 1.338, AIS 1.822, rank 31 out of 84 – yellow zone; red zone In 2017**)

6) Title: [Entrepreneurial propensity in a transition economy: exploring micro-level and meso-level cultural antecedents](#)

Author(s): Chelariu, C; Brashear, TG; Osmonbekov, T, Zait, A

Source: **JOURNAL OF BUSINESS & INDUSTRIAL MARKETING** Volume: 23 Issue: 6 Pages: 405-415 Published: 2008 (**Impact factor 0.907, relative influence score 0.38**)

7) Title: [Lonely thoughts on the meaning of education](#)

Author(s): Zait, A

Source: **JOURNAL OF ORGANIZATIONAL CHANGE MANAGEMENT** Volume: 19 Issue: 6 Pages: 780-782 Published: 2006 (**impact factor 0.744, relative influence score 0.42**)

Prof.dr. Adriana ZAIT

**8) Title: Are Consumers Willing To Support Social Responsible Companies? Insights From An Eastern European Country**

By: Bradu, Cosmina Paula; Zait, Adriana, Edited by: Martin, C; Marasova, J

Conference: 21st Int Sci Conf of PGV Network - For Stronger Europe Renovation of the Economic, Entrepreneurial, Political, Teritorial and Educational Structures Location: Banska Bystrica, SLOVAKIA Date: SEP 10-11, 2015

Sponsor(s): Matej Bel Univ, Fac Econ, POUR UNE EUROPE FORTE, RENOVER LES STRUCTURES ECONOMIQUES, ENTREPRENEURIALES, POLITIQUES, TERRITORIALES ET EDUCATIVES Pages: 91-+ Published: 2016

**9) Efficient Use Of Behavioral Tools To Reduce Electricity Demand Of Domestic Consumers**

By: Elbaz, Shimon; Zait, Adriana, SCIENTIFIC ANNALS OF ECONOMICS AND BUSINESS

Volume:63 Supplement: 1 Pages: 89-107 Published: DEC 2016.

**10) Conceptualization And Operationalisation Of Specific Variables In Exploratory Researches - An Example For Business Negotiation**

By: Zait, Adriana, SCIENTIFIC ANNALS OF ECONOMICS AND BUSINESS Volume: 63 Issue: 1 Pages: 117-123 Published: MAR 2016

**12) Title: Present Issues In Entrepreneurship - A Synthesis Of Antecedents And Consequences At Individual, Organizational And Societal Level**

By: Zait, Adriana; Berteau, Patricea Elena; Andrei, Andreia Gabriela

Edited by: Martin, C; Marasova, J, Conference: 21st Int Sci Conf of PGV Network - For Stronger Europe Renovation of the Economic, Entrepreneurial, Political, Teritorial and Educational Structures Location: Banska Bystrica, SLOVAKIA Date: SEP 10-11, 2015, Sponsor(s): Matej Bel Univ, Fac Econ

POUR UNE EUROPE FORTE, RENOVER LES STRUCTURES ECONOMIQUES, ENTREPRENEURIALES, POLITIQUES, TERRITORIALES ET EDUCATIVES Pages: 100-+ Published: 2016

**13) Exploring Academics' Intentions For Doing Research And Publishing**

By: Horodnic, Ioana Alexandra; Zait, Adriana; Apetrei, Andreea; et al.

Edited by: Bratianu, C; Zbucnea, A; Pinzaru, F; et al., Conference: 4th International Academic Conference Strategica Location: Bucharest, ROMANIA Date: OCT 20-21, 2016

STRATEGICA: OPPORTUNITIES AND RISKS IN THE CONTEMPORARY BUSINESS ENVIRONMENT Book Series: Strategica Pages: 333-346 Published: 2016

**14) Why Extending Examination With Non-Parametric Approaches? Insights From A Study On Advertisement's Effectiveness**

By: Andrei, Andreia Gabriela; Zait, Adriana; Vatamanescu, Elena-Madalina

Edited by: Bratianu, C; Zbucnea, A; Pinzaru, F; et al., Conference: 4th International Academic Conference Strategica Location: Bucharest, ROMANIA Date: OCT 20-21, 2016, STRATEGICA:

OPPORTUNITIES AND RISKS IN THE CONTEMPORARY BUSINESS ENVIRONMENT Book Series: Strategica Pages: 347-358 Published: 2016

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15) Title: [How reliable are measurement scales? External factors with indirect influence on reliability estimators](#)

G Ursachi, IA Horodnic, **A Zait**, Procedia Economics and Finance 20 (1), 679-686, 2015. <http://www.sciencedirect.com/science/article/pii/S2212567115001239>

16) Title: [Youths' trust in banking. An exploratory study among Romanian consumers](#)

Andrei, Andreia; **Zait, Adriana**; Vatamanescu, Elena-Madalina

Conference: International Conference on Euro and the European Banking System - Evolutions and Challenges  
Location: Univ Iasi, Fac Econ & Business Adm, Iasi, ROMANIA Date: JUN 04-06, 2015  
EURO AND THE EUROPEAN BANKING SYSTEM: EVOLUTIONS AND CHALLENGES Pages: 25-34 Published: 2015

17) Title: [Branding insights: an interdisciplinary journey from perception to action](#)

Andrei, Andreia Gabriela; **Zait, Adriana**

Conference: 2nd Strategica International Academic Conference Location: Bucharest, ROMANIA Date: OCT 02-03, 2014

Sponsor(s): Natl Univ Polit Studies & Publ Adm, Coll Management  
STRATEGICA: MANAGEMENT, FINANCE, AND ETHICS Book  
Series: Strategica Pages: 593-604 Published: 2014

18) Title: [Financial Literacy - conceptual definition and proposed approach for a measurement instrument](#), Autori **Adriana Zait**, Patricia Elena Berteau, Data publicării 2014, Conferință

MONETARY, BANKING AND FINANCIAL ISSUES IN CENTRAL AND EASTERN EU MEMBER COUNTRIES: HOW CAN CENTRAL AND EASTERN EU MEMBERS OVERCOME THE CURRENT ECONOMIC CRISIS? ISI Proceedings, Volumul,2, Pagini 308-315

19) Title: [Organizational innovation - significant factorial connections](#)

Author(s): Spalanzani Alain; Zait Dumitru; **Zait Adriana**

Conference: 4th International Conference on Globalization and Higher Education in Economics and Business Administration Location: Alexandru Ioan Cuza Univ, Iasi, ROMANIA Date: OCT 21-23, 2010

Source: PROCEEDINGS OF THE IVTH INTERNATIONAL CONFERENCE ON GLOBALIZATION AND HIGHER EDUCATION IN ECONOMICS AND BUSINESS ADMINISTRATION - GEBA 2010 Pages: 485-490 Published: 2011

20) Title: [University research triangle- academic evaluation criteria, scientific rigour and perceived practical relevance](#)

Author(s): **Zait, A**

Conference Information: **6th International Seminar on the Quality Management in Higher Education**, Date: **JUL 08-09, 2010 Tulcea ROMANIA** Source: **QUALITY MANAGEMENT IN HIGHER EDUCATION, VOL 2** Pages: **327-330** Published: **2010**

21) Title: [A double perspective on academic research results - what do academics and practitioners think about?](#)

Author(s): **Zait, A**

Conference Information: **4th International Conference on Business Excellence**, Date: **OCT 16-17,**

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- 1) A Zait, Research Approaches and Performance of Academics – Potential Epigenetics’ Explanations, Network Intelligence Studies, 7-10, 2018.
- 2) S.Elbaz, A Zait, Factors Decreasing Household Electricity Demand–A Qualitative Approach, SEA-Practical Application of Science, 59-67, 2018.
- 3) S Elbaz, A Zait, Efficient Use of Behavioral Tools to Reduce Electricity Demand of Domestic Consumers, Scientific Annals of Economics and Business 63, 2017.
- 4) D Zaiț, A Zaiț, Issues Of Organizational Culture In Romania–A Case Study, Review Of Economic And Business Studies, 2016.
- 5) Adriana Zait, Conceptualization and operationalisation of specific variables in exploratory researches–an example for business negotiation, Scientific Annals of Economics and Business 63 (1), 2016, 125-131 DOI: 10.1515/aicue-2016-0009.
- 6) Corina Cara, Tudor Tocila, Adriana Zaiț, Exploring PhD Students’ concerns regarding doctoral programs in economics and business administration, Review of Economics and Business Studies 8 (2), 33-45. <http://www.rebs.ro>
- 7) Andreia Andrei, Adriana Zaiț, Perceptions of warmth & competence in online networking: an experimental analysis of a company launch, Review of Economics and Business Studies, Volume 7, Issue 1, pp.11-29, 2014, <http://www.rebs.ro> .
- 8) Berteia Patricia, Zaiț Adriana, Response Styles In Cross-Cultural Research–Evidence From Historical Regions, Cross Cultural Management Journal, 2014, [http://www.cmj.bxb.ro/Article/CMJ\\_5\\_2.pdf](http://www.cmj.bxb.ro/Article/CMJ_5_2.pdf) .
- 9) Oana Cătălina Vicol, Adriana Zaiț, A COUNTRY’S IMAGE AS TOURIST DESTINATION FOR EXTERNAL INTERMEDIARIES - AN INSTRUMENTAL RESEARCH, Review Management & Marketing București, March 2014, <http://www.managementmarketing.ro/> .
- 10) Crina Anișoara Lica, Adriana Zaiț, Possible effects of promotional journalism on consumers’ attitudes – an experimental research, Revista Română de Marketing ([www.revistademarketing.ro](http://www.revistademarketing.ro)), 2014, vol.1, pages 2-25.
- 11) Patricea Berteia, Adriana Zaiț, SCALE VALIDITY IN EXPLORATORY STAGES OF RESEARCH, *Management and Marketing Journal*, 2013, vol. XI, issue 1, pages 38-46.
- 12) Patricea Elena Berteia, Adriana Zaiț, "THE RELATIONSHIP BETWEEN PERCEIVED RISK AND INTENTION TO ADOPT E-COMMERCE - A PILOT STUDY OF POTENTIAL MODERATORS", Journal Market (TRZISTE), Zagreb, Year 25, Number 2, 2013 indexed in Scopus, Elsevier, Ideas Repec, Ulrich’s, Doaj, <http://www.efzg.unizg.hr/trziste>.
- 13) Adriana Zaiț, Patricia Elena Berteia, Methods for testing discriminant validity, Revista de Management & Marketing Craiova, <http://www.mnmk.ro> (5 BDI, B+), vol IX, iss.2, pg. 217-224, 2011.
- 14) Alain Spalanzani, Dumitru Zaiț, Adriana Zaiț, Organizational innovation – significant factorial connections, Analele UAIC – Secția Științe Economice (5 BDI, B+), special number 2011, <http://saaic.feaa.uaic.ro/index.php/saaic>.

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- 15) Dumitru Zaiț, Adriana Zaiț, "Research Anticipation : the Methodological Choice", Review of International Compared Management, vol.10, nr.5/2009, <http://www.rmci.ase.ro>, included in REPEC, CABELL'S, ULRICH'S, INDEX COPERNICUS – Journals Master List.
- 16) Adriana Zaiț, Management and marketing university education. Opinions and trust levels of different public categories, Management & Marketing București, Vol.1, iss.3, 2006, <http://www.managementmarketing.ro/>

**Articole in SSRN** (*download hierarchy - ctrl-click on link for details*)

- 1) Adriana Zaiț, Claudia Bobâlcă, Oana Anton, Adrian Monoranu, [Sustainable Development Challenges and the Position of Romanian Enterprises Towards Green Marketing](#)
- 2) Adriana Zaiț, [Higher Education Marketing: Stakeholders' Perceptions, Degree of Trust and Desired Student Abilities - Case of Romania \(Preliminary Raw Results\)](#) |
- 3) Cristian Chelariu, Adriana Zaiț, [Effects of Homophily and Gender-Product Congruency on Word-of-Mouth Influence - General Overview and Proposed Experimentation](#)
- 4) Adriana Zaiț, [Criteria of 'Nominal' and 'Real' Convergence of Managerial Abilities in the Enlarged Europe: Cohesion or Diversity?](#)
- 5) Adriana Zaiț, [The Place of the Romanian Student in Europe: Expectations, Attitudes and Motivations](#)
- 6) Adriana Zaiț, [What Should Romania Expect for? A Few Comments on the Subjects of Convergence, Cohesion and Divergence in the EU](#)
- 7) Adriana Zaiț, Daniela Iosub, Ioana Alexandra Ursachi, [Speaking 'Researchish' after the Crisis - The Need for a Common Language in Socio-Economic Researches](#)
- 8) Adriana Zaiț, [Academic Research: Motivating Factors and Managerial Relevance – An Intercultural Perspective. Literature Review, Partial Exploratory Results and Future Research Design](#)

**Articole în volume ale unor conferințe internaționale (selecție)**

1. Adriana Zaiț, “How do we raise smart cities? An essay on the role of civilizational competences”, *International Conference Central and Eastern European e|Dem and e|Gov Days 2016, on the subject “Multi-Level (e)Governance: Is ICT a means to enhance transparency and democracy?”*, Budapest, 2016.
2. George Ursachi, Ioana Horodnic, Adriana Zaiț (2013), “HOW RELIABLE ARE MEASUREMENT SCALES? EXTERNAL FACTORS WITH INDIRECT INFLUENCE ON RELIABILITY ESTIMATORS”, Conferința Internațională GEBA, octombrie 2013, Iași.
3. Ioana Alexandra Horodnic, Adriana Zaiț (2013), "Analyzing the motivation-productivity relationship in order to increase the visibility of research: Romanian case", GIKA Conference, 10-11 July, Spain.
4. Adriana Zaiț (2012), “Could university entrepreneurial orientation and academic research performance be related? Conceptual analysis and proposed research design”, în volumul “L’entrepreneur face aux politiques publiques europeenes”, Ed. PGV/Isla Campus Lisboa, ISBN 978-989-95523-2-6, pp.512-522.
5. Adriana Zaiț (2012), "Do research evaluation systems favor the development of an entrepreneurial orientation in universities? A case study on Romania", Conferința GEBA, Iași, octombrie 2012.

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6. Adriana Zaiț (2011), Possibilités d'accroître la compétitivité d'un pays par l'éducation financière – proposition d'un instrument de mesure, volumul Conferinței Internaționale PGV, Grenoble, Franța, septembrie 2011.

7. Adriana Zaiț (2011), Vers une démarche de type Modèle d'Acceptation de la Recherche pour améliorer la compétitivité des universités, Conferința PGV Grenoble, Franța, 2011.

8. Zaiț Dumitru, Zaiț Adriana, Spalanzani Alain (2011), "Factorial Connections in the Organizational Innovation: Proposed Systemization", online volume of the E-Leader Conference at Zagreb, Croatia, <http://www.g-casa.com>, indexed by US Library of Congress, ISSN 1935-4819, Chinese American Scholars Association, New York, New York, USA, June 2011.

9. Patricea Berteza, Adriana Zait (2011) "Reflective versus formative measurement models for perceived risk", volume (blind-review selection process) of EMAC Regional Conference, Iași, 21-23 septembrie 2011.

10. Adriana Zaiț (2010), Effets de la crise mondiale sur la recherche académique et la compétitivité des universités, volumul La crise mondiale et les perspectives de reprise dans l'Union Européenne Université d'Economie de Prague, Cehia, septembrie 2010, p.203-216, ISBN 978-80-245-1684-4.

11. Adriana Zaiț (2010), "Quo vadis doctoral marketing education? Reflection issues, controverses and debates – focus on the romanian case", GEBA 2010, Iași, Romania.

12. Adriana Zaiț, (2010) Doctoral Schools – A comparative view of PhD types and main challenges, volumul Inovare și dezvoltare în programele doctorale și graduale universitare pentru adaptarea cercetării științifice la nevoile societății cunoașterii, ISBN 606-13-0146-4, Ed. PIM, 2010, pg. 324-333.

13. Adriana Zaiț, "Les enjeux des projets de recherche en équipes multiculturelles", în Monografia internațională "Les défis du développement durable : politiques industrielles et commerciales dans l'Union Européenne" (redaction Claude Martin și Jaroslav Kita), Edition de l'Université Economique de Bratislava, Slovacie, septembrie 2009, ISBN 978-80-225-2801-6. (volum internațional cu selecție de tip blind review)

14. Adriana Zaiț, Claudia Bobâlcă, Oana Anton, Adrian Monoranu, "Les défis du développement durable pour la communication marketing des PME roumaines", în Monografia internațională "Les défis du développement durable : politiques industrielles et commerciales dans l'Union Européenne" (redaction Claude Martin și Jaroslav Kita), Edition de l'Université Economique de Bratislava, Slovacie, septembrie 2009, ISBN 978-80-225-2801-6., p.469-478. (volum internațional cu selecție de tip blind review)

15. Adriana Zaiț, "Marketing academic research - musings on university criteria of evaluation and perceived managerial relevance", GEBA Conference, 21-23 octombrie 2009, Iași.

16. Adriana Zaiț, "Les enjeux des projets de recherches en équipes multiculturelles – les différences culturelles et la réussite des projets internationaux", Management & Gouvernance. Entreprises – Territoires – sociétés, nr.2/2009 (revistă franceză).

17. Adriana Zaiț, « Les universités et les clusters: binôme du développement régional compétitif », volumul celui de-a XIV-a Conferințe Internaționale PGV "La compétitivité des entreprises, des territoires et des États d'Europe", WAE, Poznan, Polonia, 2008, ISBN 978-83-7417-356-8.

18. Adriana Zaiț, « Externalități de localizare/specializare (MAR) și urbanizare/diversificare (JACOBS) în modelele de convergență reală, Management Intercultural, nr.17/2008, Iași.

19. Adriana Zaiț, "Convergence et divergence des régions: une revue de la littérature", publicat în volumul cu ISBN 978-989-955523-0-2 al celui de-a XIII-a Conferințe Internaționale PGV cu tema

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“L’Europe et le developpement regional. Politiques communautaires, entrepreneuriat et mobilisation de la societe civile”, 20-21 septembrie 2007, Lisabona, Portugalia

20. Adriana Zait, 2005, Valorisation des resultats de la recherche universitaire.cas des Facultes d’Economie et Administration d’affaires, Volume Onzieme Conference Internationale PGV, p. 383-395, Tipografia Antolini, Terni, Italia;

21. Adriana Zait, Dumitru Zait, 2004, La specificite culturelle dans la communication d’affaires Est-Ouest, Volumul CEDIMES - Coloque International d’Alexandrie, Alexandria, Egipt;

22. Adriana Zait, 2003, Consumatorul roman - intre resemnarea mioritica si actiunea conforma acquis-ului comunitar, Volumul 31 din Colectia Biblioteca Bancii Nationale cu titlul Noii Economisti despre Tranzitia in Romania, p.535-559, Editura Enciclopedica, Bucuresti, ISBN 973-45-0444-4;

23. Adriana Zait, 2003, Knowledge Management, Innovation et Transfert dans les Universites, Volume L innovation dans l’Europe elargie, Actes de la IX-eme Conference Internationale PGV, p. 463-470, Edition Academique tsenov, Svishtov, Bulgaria, ISBN 954-23-0153-7;

24. Thomas Brashear, Cristian Chelariu, Elzbieta Lepkowska-White, Adriana Zait, 2001, Perceptions of Retailing and Marketing Practices in a Transitional Economy, European Institute of Retailing and Services Studies, 8th Recent advances in Retailing and Services Science International Conference Proceedings, Vancouver, Canada.

25. Adriana Zait, Dumitru Zait, 2001, Essay on the Romanian transitional management, Galileu-Revista de Economia e Direito, vol.VI, nr.2, p.133-142, Lisabona, Portugalia, ISSN 0873-495X;

26. Talai Osmonbekov, Thomas Brashear, Cristian Chelariu, Adriana Zait, 2000, The Impact of Culture on Entrepreneurial Orientation: the Mediating Role of Locus of Control, Society for Marketing Advances Conference Proceedings, Florida, SUA;

27. Talai Osmonbekov, Cristian Chelariu, Adriana Zait, 2003, Entrepreneurial Predisposition in the Postsocialist Economies: The Impact of Cultural Antecedents, International Sociology Conference Proceedings, Bishkek, Kyrgystan;

28. Cristian Chelariu, Adriana Zait, 2001, some key issues in consumer behavior - overview of studies, variables and methods, Volumul The Challenges of the Economic Science and Education in the beginning of 21st Century, p.33-39, Tsenov Academy Publishing House, Svishtov, Bulgaria, ISBN 954-23-0055-7 (T.2).

## Cărți

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2. Adriana Zait, Oana Carmen Anton și Oana Olaru, 2006 – Marketing direct, 251 pagini, din care A.Z 177 pagini, Editura Sedcom Libris, Iași, ISBN (10) 973-670-207-3 și (13) 978-973-670-207-5.

3. Adriana Zait, 2004, 2002, Marketingul serviciilor, 281 pagini, Editura Sedcom Libris, Iasi, ISBN 973-670-072-0 ,editia a II-a si editia I, ISBN 973-8353-39-4;

4. Adriana Zait, 2004, 2003, Relatii publice, 179 pagini, Editura Sedcom Libris, Iasi, ISBN 973-670-071-2, editia a II-a si editia I ISBN 973-8353-57-2;

5. Adriana Zait, 2000, Elemente de Marketing Direct, 159 pagini, Editura Economica, Bucuresti, ISBN 973-590-271-0);

6. Adriana Zait, 2000, Echilibru sau dezechilibru economic?, 278 pagini, Editura Universitatii Alexandru Ioan Cuza, Iasi, ISBN 973-9312-64-0 (**Prize of the Romanian Academy - Premiul Academiei Romane in 2002**);

### **Capitole de cărți**

- 1) Exploring the Practice of Making Informal Payments in the Health Sector: Some Lessons from Greece, AV Horodnic, CC Williams, A Polese, A Zait, L Oprea, 2017, chapter in The Informal Economy in Global Perspective: Varieties of Governance, Palgrave MacMillan, 157.
- 2) Coordonare Corneliu Munteanu - colectiv de autori, 2006, Marketing. Principii, practici,orizonturi, 25 pagini din 277, Editura Sedcom Libris, Iasi, ISBN (10) 973-670-167-0; (13) 978-973-670-167-2; reeditare 2010.
- 3) Coordonare Dumitru Zait-colectiv de autori, 2002, Management Intercultural.Valorizarea diferentelor culturale, capitolul Dimensiuni interculturale ale marketingului, 12 pagini si capitolul Probleme metodologice si erori in cercetarea interculturala, 14 pagini, Editura Economica, Bucuresti, ISBN 973-590-510-8.