

LIST OF SCIENTIFIC WORKS
Conf.univ.dr. Sanda Grigorie

A. The list of a maximum of 10 works considered by the candidate to be the most relevant to their own professional achievements, which are included in electronic format in the file and which can also be found in the other categories of works provided for in this article:

1. Dicu, A.M.; Rad, D.; Barbu, F.; Cuc, L.D.; Feher, A.; Roman, D.; Mazuru, L.; Sanda, G.; Pîrvulescu, L. From Attachment to Action: Consumer Identification and the Sustainable Buying of Rural Brand Products Like “Pită de Pecica”. *Sustainability* 2025, 17, 4133. <https://doi.org/10.3390/su17094133>
2. Sikandar, H, Kohar, UHA, Sanda, G, Salman, A., Cilan, T, Shabbir, MS, Ramos-Meza, CS (2023),Eco-innovation in Small and Medium Enterprises (SMEs): a Systematic Literature Review, *JOURNAL OF THE KNOWLEDGE ECONOMY* , SPRINGER, DOI10.1007/s13132-023-01367-w.
3. C. Pelau, M.I. Pop, M. Stanescu, G. Sanda (2023), The Breaking News Effect and Its Impact on the Credibility and Trust in Information Posted on Social Media, *Electronics* 2023, 12, 423. <https://doi.org/10.3390/electronics12020423>;
4. Timone Silviu Stăncioiu, Adina Eleonora Spînu, Cristina Maria Sanda, Grigorie Sanda, Vanina Adoriana Trifan (2023), „Customer Relationship Management, Operational Digitization, Production Optimization and Value Creation through Artificial Intelligence in e-Marketing, Vol.17, issue 1, p.1148-1157, <https://doi.org/10.2478/picbe-2023-0103>.
5. S.Ullah, F.U.Khan, V.A.Trifan, A.E.Spînu, G.Sanda, (2022), Modeling Key Strategies for Reducing Socio-Economic and Health Crisis: Perspective from COVID-19 Pandemic, *ISI, Int. J. Environ. Res. Public Health*, 19(21), 14127, ISI, <https://doi.org/10.3390/ijerph192114127>;
6. Lavinia Denisia Cuc, Corina Pelau, Silviu-Gabriel Szentesi, Grigorie Sanda, (2022). "The Impact of Green Marketing on the Consumers' Intention to Buy Green Products in the Context of the Green Deal," *The AMFITEATRU ECONOMIC journal*, Academy of Economic Studies - Bucharest, Romania, vol. 24(60), April.
7. Babanatsas, Theoharis; Sanda, Grigorie; Babanatis-Merce, Roxana Mihaela; Sanda, Cristina Maria, 2021, "Value analysis on olive sorting methods", *ACTA TECHNICA NAPOCENSIS SERIES-APPLIED MATHEMATICS MECHANICS AND ENGINEERING*, Volume 64, Issue 3, Page 409-414
8. Nastase, C., Bija, M.S., & Grigore, S. (2018). Consumer Behavior during On-line Shopping. In C. Năstase (ed.), *The 14th Economic International Conference: Strategies and Development Policies of Territories: International, Country, Region, City, Location Challenges* | May 10-11, 2018 | Stefan cel Mare University of Suceava, Romania (pp. 57-67). Iasi, Romania: LUMEN Proceedings. <https://doi.org/10.18662/lumproc.62>;
9. Sanda G., Bija M., Mocanu A., 2018 - "The importance of communication skills in the accounting profession - The contribution of accounting to the development of Romanian society in the context of the centenary anniversary of the union 2018", Eurostampa Timișoara Publishing House, ISSN 2344-2239;
10. G. Sanda, M.D. Pop - "Theoretical aspects of the agromarketing in the vegetable-fruit field", *Agricultural Management, Marketing and Consultancy*, volume 15, nr. 2. pp. 269-279,

B. Doctoral thesis or theses:

Thesis title: The influence of lifestyle and ethnocentrism in the consumption of Romanian fruits and vegetables

Field: marketing

Institution: Doctoral School at the Faculty of Economic Sciences and Business Management of "Babeș-Bolyai" University in Cluj-Napoca

Susținere: - 2016

C. Patents and other industrial property titles:

- it's not necessary

D. Books and book chapters:

1. Sanda, G., Păcurariu, G., Băra, E., 2005, Marketing of services, Arad, "Aurel Vlaicu" University Publishing House, ISBN 973-8363-71-3, 155 p.

2. Sanda, G., Păcurariu, G., Szenteși, S., Maxim, O., Isac, F., Cureteanu, R., 2005, Evaluation tests for the license exam: specialization Economy of trade, tourism and services, Arad, "Aurel Vlaicu" University Publishing House, ISBN 973-8363-76-4; 150 p.

3. Sanda G., Haiduc C. Craciunescu V., Grunvald T., 2001, Economics of research and product development, Arad, "Vasile Goldiș" University Press, 160 pages.

E. Articles/studies in extenso, published in journals from the main international scientific flow:

1. Univ. prof. Ph.D. Lizica Mihaș and Lecturer Ph.D. Sanda Grigorie, 2008, *University, a Regional and Local Factor of Development*, Competence-Based Higher Education: Challenges and Solutions, UNISO 2008.
2. Sanda G., Cioarna, A., 2000, Romanian private higher education - concrete reality - Perspectives, Bekescsaba, Hungary, "Korosi Csoma Sandor" Foiskola, Kogazdasagi Intezete, p. 55-61
3. Sanda G., 1998, Considerations regarding the teaching of computer science in higher economic education - Perspectives, Bekescsaba, Hungary, Edited by "Korosi Csoma Sandor" Foiskola, Kogazdasagi Intezete, p. 45-50
4. Sanda G., 1997, Computer-aided managerial decisions, Perspectives, Bekescsaba, Hungary, edited by "Korosi Csoma Sandor" Foiskola, Kogazdasagi Intezete, p. 60-66

F. Publications in extenso, appearing in papers of the main international specialized conferences:

1. Sanda G., Bija M., Hromei A.C., 2019 - *Study on the credit needs of the population of Arad*, ISREIE 2019 -International Symposium Research and Education in an Innovation Era, 8th edition, May 23th-25th;

2. Lile R., Sanda G., Pantea M.F., Stoian C.D., Boghicevici C, 2019 - Academic expression at the European level in the context of the European Union Regulation on the processing of personal data, Communication and interculturality: the 18th edition of the School of summer: Arad, ISBN 978-973-752-833-9;
3. Bija M., Sanda G., Isac F., 2018 - *The influence of social media and content marketing on the purchasing behaviour of book market consumers*, ISREIE 2018 -International Symposium Research and Education in an Innovation Era, 7th edition, May 17th-20th;
4. Sanda G., Bija M., Mocanu A., 2018 - The importance of communication skills in the accounting profession - The contribution of accounting to the development of Romanian society in the context of the centenary anniversary of the union 2018, Eurostampa Timișoara Publishing House, ISSN 2344-2239;
5. Sanda G., 2018 - Quality analysis of the instrument for quantitative assessment of teaching staff by students, Volume "Quality in education - a priority for Arad schools", "Aurel Vlaicu" University Publishing House in Arad, Arad, ISBN 978-973- 752-782-0, pp. 93-100
6. Blidar D., Buneti C., Sanda G., 2018 - The history of economic industry in the textile industry in the last 100 years, Volume of the Youth Conference and the role of Arad in the realization of the Great Union, Arad, "Aurel Vlaicu" University Publishing House in Arad, Arad, ISBN 978-973-752-783-7, pp.11-16
7. Lantoiș A.L., Cojocariu R.M., Sanda G., 2018 - Study on the attitude of Arad citizens towards the centenary of the Great Union, Volume of the Youth Conference and the role of Arad in the realization of the Great Union, "Aurel Vlaicu" University Publishing House of Arad, Arad, ISBN 978- 973-752-783-7, p. 45-54G;
8. G. Sanda, M.D. Pop - "Research on the diversity of vegetable production in Arad County", Journal of economics and business research, Volume XVII, No. 2/2011, pp. 179 - 188, ISSN: 2068 – 3537, indexat DOAJ, EBSCO, Index Copernicus;
9. G. Sanda, M.D. Pop - "Study on the Degree of Technological Equipment Used by Vegetable and Fruit Producers from Arad County", Journal of economics and business research, Volume XVII, No. 2/2011, pp. 189 - 198, ISSN: 2068 – 3537, indexat DOAJ, EBSCO, Index Copernicus;
10. Săbău F.S., Sanda G., 2008, *Process of Ecological Design – Point of View of the Product*, Teoretical Developments in Contemporary Economics, Mirton Publishing House, Timișoara, ISBN 978-973-52-0489-1, p.134,
11. Szentesi S.G., Săbău F.S. Sanda G., *Measurement in Marketing Research*, European Integration - New Challenges For the Romanian Economy, ORADEA, ISSN 1844-5519, p. 334, B+
12. Sanda G., 2004, Marketing in banking services in Romania. Case study for mortgage loans., Arad, Scientific and Technical Bulletin, no. 8, Univ Aurel Vlaicu Arad, page 88-94, ISSN: 1582-7976;
13. Sanda G., 2002, Internet Marketing, Arad, Scientific and Technical Bulletin, no. 3, Univ. Aurel Vlaicu Arad, page 49-55, ISSN: 1582-7976
14. Sanda G., 2001, Market study regarding weekly publications in Arad county, Arad, Zilele academice Áradene, 11th edition, p. 41-45;
15. Sanda G., 1999, Evolution of small and medium enterprises, Arad, "Studia Universitatis", no. 9, "Vasile Goldiș" University Publishing House, p. 355-362, ISSN: 1453-103X

16. Sanda G., 1998, Comparative study on regional development, Arad, "Studia Universitatis", no. 8, "Vasile Goldiș" University Publishing House, Arad, ISSN: 1453-103X, p. 630-636;
17. Sanda G., 1997, The use of computing techniques in managerial decision-making, "Studia Universitatis", Arad, no. 7, "Vasile Goldiș" University Publishing House, ISBN: 973-9328-07-05, p.445-451;

G. Other scientific works and contributions or, as the case may be, in the field of artistic creation or sports performance:

– it's not necessary

Data
29.09.2025

Semnătura,
Sanda Grigorie 