

FULL NAME: Lecturer, PhD VERESS (BIJA) SUZANA MONICA

SCIENTIFIC ACTIVITY

I. Books

a. Published by CNCS-recognized publishing houses

1. **Bîja, Monica**, 2019 Value and Value Co-Creation in Political Relations, Timișoara : Eurostampa, 2019 , ISBN 978-606-32-0696-2, 177 pp.
2. **Bîja, Monica**, 2013, **Elements of Political Marketing**, University Press « Aurel Vlaicu , ISBN 978-973-752-671-7, 152 pp.

b. Published through ANCS / CNCS grants

c. Indexed in the WorldCat global catalogue (www.worldcat.org)

d. University textbooks and course materials published by CNCS-recognized publishing houses

e. Editing of collective volumes published by CNCS-recognized publishing houses

II. Studies Published in Volumes

a. Book Chapters

1. Nicolaescu C. Veress M., 2025, Accounting Implications of Applying Tax Regulations in the Context of Digitalization, in the volume: *SMART ACCOUNTING: EVOLUTION THROUGH TECHNOLOGY & INNOVATION*, CECCAR Publishing House, ISBN 978-606-580-228-5
2. Nicolaescu C. Veress M., 2024, Theoretical and Practical Aspects of the Accounting Treatment of Brands/Trademarks as Intangible Assets in the volume *Sustainability as a Pillar of Competitiveness. The Role of Accounting Professionals in Developing Sustainable Businesses*, CECCAR Publishing House, ISBN 978-606-580-175-9
3. Nicolaescu C. Bija M., 2023, *Accounting and Tax Treatment of Adjustments for Depreciation or Impairment Losses*, in the volume "The Evolution of Accounting Services. Diversification Through Innovation", CECCAR Publishing House, ISBN 978-606-580-175-9
4. Lucia Camelia Risti, Cristina Nicolaescu, Monica Suzana Veress: *Considerations On The Financial, Accounting And Relational Impact Of Fintech Platforms On Romanian Companies: The Usv Annals Of Economics And Public Administration*, Vol 23, No 2(38) (2023)
5. Sanda G., Bîja M., Mocanu A., 2018, *The Importance of Communication Skills in the Accounting Profession*, in The Contribution of Accounting to the Development of Romanian Society in the Context of the Centenary of the Great Union,

6. Isac Florin, Bija Monica, 2018, *Communication and Interculturality in the Centenary Year*, 17th Summer School, UAV Publishing House, ISBN 978-973-752-802-5
7. Florin Lucian Isac, Bîja, M, 2009, *Commercial Transactions*, University Press « Aurel Vlaicu », ISBN- 978-973-752-425-6, 2009, 138 pp.

b. Studies Presented at Conferences

III. Studies and Articles in Mainstream Scholarly Journals

a. Scientific articles published in ISI-indexed scholarly journals

b. Scientific articles published in scholarly journals classified by CNCS

in

category B+ and/or indexed in international databases (at least two databases)

1. **Bucur Milancovici, Lavinia Cuc, Veress Monica, Gabriel Croitoru, Crina Bejan, 2026:** Recommender Systems and Strategic Decision-Making in E-Commerce: A Bibliometric Review Using VOSviewer, Proceedings of the International Conference on Business Excellence, 20(1):3641-3659.
2. **Bucur Milancovici, Suzana Monica Veress, Raluca Simina Bîlți, 2026** INTEGRATING RECOMMENDER SYSTEMS INTO THE STRATEGIC DECISION ARCHITECTURE OF ORGANIZATIONS: A MANAGERIAL PERSPECTIVE ON E-COMMERCE, Journal of Financial Studies.
3. **Cristina Nicolaescu, Monica Veress, 2026,** NEGATIVE TRENDS IN FINANCIAL REPORTING DURING CRISIS: AN APPLIED STUDY ON STRATEGIC COMPANIES IN ROMANIA, Journal of Financial Studies.
4. **Risti Lucia, Veress Monica, Maria Sinaci, 2025** SUSTAINABILITY OF ROMANIA SOVEREIGN DEBT SERVICE BETWEEN THE PRINCIPLE OF FISCAL PRUDENCE AND THE ETHICS OF GOVERNMENTAL RESPONSIBILITY, The USV Annals of Economics and Public Administration, 2025, vol. 25, issue 2(42), 199-210.
5. **Cristina NICOLAESCU, Veress Monica, 2025,** SMART ACCOUNTING: EVOLUTION THROUGH TECHNOLOGY & INNOVATION, 23rd “PAVEL CIUCE” Symposium, organized by CECCAR.
6. **Cristina NICOLAESCU, Veress Monica, 2024,** Theoretical and Practical Aspects of the Accounting Treatment of a Brand/Trademark as a Tangible Asset, forthcoming, CECCAR Business Review, Body of Expert and Licensed Accountants of Romania (CECCAR).
7. **Risti Lucia, Veress Monica, 2024,** State Treasury Accounting for Recording the Information and Accounting Flows of Local Budgets. CECCAR Business

- Review, Body of Expert and Licensed Accountants of Romania (CECCAR).
8. **Cristina NICOLAESCU & Monica BIJA**, 2022. "Practical Aspects Regarding the Accounting of Social Enterprises," CECCAR Business Review, Body of Expert and Licensed Accountants of Romania (CECCAR), vol. 3(11), pages 8-14.
 9. **NICOLAESCU CRISTINA, BIJA MONICA**, 2022, Accounting and Tax Aspects of Subsidies, in "The Role of Accounting Professionals in Sustainable Business Development", ISSN 978-606-580-168-4.
 10. **Bija Monica, Sanda Grigorie**, 2021 The influence of country origin over the purchasing decision ,THE USV ANNALS OF ECONOMICS AND PUBLIC ADMINISTRATION (ISSN 2285-3332, ON-LINE ISSN 2344-3847, ISSN-L 2285-3332) VOL 21, NO 2/34.
 11. **Nicolaescu Cristina, Bija Monica**, 2020, Legal accounting and tax aspects regarding fiduciary contracts
[HTTPS://FSE.TIBISCUS.RO/ACTIVITATE/ANALE-SERIA-STIINTE-ECONOMICE-TIMISOARA/105-ECONOMIE/ANALE-SERIA-STIINTE-ECONOMICE-TIMISOARA/](https://fse.tibiscus.ro/activitate/ANALE-SERIA-STIINTE-ECONOMICE-TIMISOARA/105-ECONOMIE/ANALE-SERIA-STIINTE-ECONOMICE-TIMISOARA/)
 12. **Carmen Nastase, Monica Bija, Grigorie Sanda**, 2018, Consumer behavior during on-line shopping, **LUMEN Web of Sciences indexed Conference in 2018, RSACVP in Suceava, Romania**, April 20-21, 2018.
 13. **Monica Bija**, 2015, A new approach in stat-citizen dyad: E-governement, in The Impact of Socioeconomic and Technological Transformations at National, European and Global Levels, No. 6/2015, Vol 6, SSRN <http://ssrn.com/abstract=2670456> , NOS, RePecSSRN.
 14. **Monica Bija**, 2015, From customer relationship management to interaction platform between stat and citizens, in The Impact of Socioeconomic and Technological Transformations at National, European and Global Levels, No. 7/2015, Vol 7, SSRN <http://ssrn.com/abstract=2671256> , NOS, RePecSSRN.
 15. **Monica Bîja, Raluca Balas**, 2014, Social media marketing to increase brand awareness, Journal of Economics and Business Research, Vol. XX, No2, , Aurel Vlaicu University Press, Arad, ISSN 2068-3537, pp. 155-164, DOAJ, EBSCO, Index Copernicus, SCPIO, EconBiz, WorldCat, New Jour.
 16. **Monica Bîja**, 2013, *Toward a value focused marketing*, Journal of Economics and Business Research, Vol. XIX, Aurel Vlaicu University Press, Arad, ISSN 2068-3537, pp. 153-163, DOAJ, EBSCO.
 17. Iacob Mihaela Ioana, **Monica Bîja**, Nicu Marian Spinu, 2010, *How to authorize my business?* International Conference on Scientific Papers "European Integration – New Challenges for the Romanian Economy" 5th Edition, Oradea, May 29–30, 2009, published in the journal „*Annals of the University of Oradea*”, *Economic Sciences Series – Volume XIX, 2010*, ISSN-1582-5450, pp. 104-107, Repec, Doaj, Ebsco.
 18. Iacob Mihaela Ioana, **Monica Bîja**, Nicu Marian Spinu, 2010,

Issues for strategy development and implementation to smes- ? International Conference on Scientific Papers"European Integration – New Challenges for the Romanian Economy" 5th Edition, Oradea, May 29–30, 2009, published in the journal „Annals of the University of Oradea”, Economic Sciences Series – Volume XIX, 2010, ISSN-1582-5450, pp. 108-112, Repec, Doaj, Ebsco.

19. **Monica Bîja**, Ramona Lile, 2009, *Marketing budget during the economic crisis period in Romania*, published in the Annals of Ștefan cel Mare University of Suceava, Faculty of Economic Sciences and Public Administration section, vol 9. No. 1, ISSN 1582-6554, (category B+ CNCSIS), pp. 177-181, RePEc,DOAJ, EBSCO, Cabell's Directory.
20. **Monica Bîja**, Ramona Lile, V.V. Pantea, 2009, *Ethics in the marketing of genetically modified products* ,Banat University of Agricultural Sciences and Veterinary Medicine of Timișoara, published in “Scientific Papers”, Series I, vol XI, 2, Agroprint Publishing House Timisoara, ISSN 1453-1410 (category B+ CNCSIS), pp. 277-282, CABI, Copernicus, Ebsco, Ulrich, DOAJ.
21. Ramona Lile, V.V. Pantea, **Monica Bîja**, 2009 *Conflicts models in organizations*, published in “Scientific Papers”, Series I, vol XI, 2, Agroprint Publishing House Timisoara, ISSN 1453-1410 (category B+ CNCSIS), pp. 283-290, CABI, Copernicus, Ebsco, Ulrich, DOAJ.
22. Lile, V.V. Pantea, **Monica Bîja**, 2009, *Efficiency- essential element of the investment decision*, published in “Scientific Papers”, Series I, vol XI, 2, Agroprint Publishing House Timisoara, ISSN 1453-1410(category B+ CNCSIS), pp. 291- 298, CABI, Copernicus, Ebsco, Ulrich, DOAJ.
23. **Monica Bîja**, Nicoleta Mateoc-Sirb, 2008, *A new challenge – The market represented by women*, International Scientific Conference of the University of Oradea, Faculty of Economic Sciences, 4th Edition, May 30–31, published in the Annals of the University of Oradea, Economic Sciences Section, Volume XVII, 2008, ISSN+1582+5450 (category B+ CNCSIS), pp. 726-730, Repec, Doaj, Ebsco.
24. Nicoleta Mateoc-Sirb, **Monica Bîja**, 2008, *Implementation of benchmarking in marketing*, International Scientific Conference of the University of Oradea, Faculty of Economic Sciences, 4th Edition, May 30–31, published in the Annals of the University of Oradea, Economic Sciences Section, Volume XVII, 2008, ISSN+1582-5450 (category B+ CNCSIS), pp.941-944, Repec, Doaj, Ebsco.
25. Nicoleta Mateoc-Sirb, **Monica Bîja**, T.Mateoc, 2008, *Study on poverty and its effects on rural population*, International Scientific Symposium of the Faculty of Agricultural Management - Banat University of Agricultural Sciences and Veterinary Medicine of Timișoara, May 15–16, published in “Scientific Papers”, Series I, vol X, Agroprint Publishing House, ISBN 1453-1410 (category B+ CNCSIS), pp.145-152, CABI, Copernicus, Ebsco, Ulrich, DOAJ.
26. Camelia Manescu, Nicoleta Mateoc-Sirb, Ana-Maria Dincu, N. Varan, C. Matias, **Monica Bîja**, 2008, *An analysis of romanian agricultural exploitations*,

International Scientific Symposium of the Faculty of Agricultural Management - Banat University of Agricultural Sciences and Veterinary Medicine of Timișoara, May 15–16, published in “Scientific Papers”, Series I, vol X, Agroprint Publishing House, ISBN 1453-1410 (category B+ CNCISIS), pp. 497-504, CABI, Copernicus, Ebsco, Ulrich, DOAJ

c. Scientific articles published in scholarly journals classified by CNCS
in

category B and/or indexed in international databases (one database)

1. Cristina NICOLAESCU & Monica BIJA, 2023. "Accounting and Tax Issues Regarding the Subsidies," CECCAR Business Review, Body of Expert and Licensed Accountants of Romania (CECCAR), vol. 4(5), pages 15-25, May. Handle: RePEc:ahd:journl:v:4:y:2023:i:5:p:15-25DOI: 10.37945/cbr.2023.05.02
2. **Monica Bîja**, Ramona Lile, 2008, *Is branding and rebranding a “must” to survive for companies?* International Conference „Challenges of Knowledge-Based Contemporary Economy” - The Second Edition, 1 Decembrie 1918 University, Alba Iulia, Conference Volume Annales Universitatis Apulensis Oeconomica Series, Aeternitas Publishing House, ISBN 978-973-1890-15-9 (category B+ CNCISIS), pp.505-509. Research Papers in Economics (RePEc), ProQuest, EconLit, EBSCO, IndexCopernicus, Directory of Open Access Journals (DOAJ), Cabell's Directory of Publishing Opportunities, Ulrich's, Genamics JournalSeek, Open J-Gate
3. **Monica Bîja**, Ramona Lile, 2008, *Political marketing and new techniques used to sway the electorate's behaviour*, International Conference „Challenges of Knowledge-Based Contemporary Economy” - The Second Edition, 1 Decembrie 1918 University, Alba Iulia, Conference Volume Annales Universitatis Apulensis Oeconomica Series, Aeternitas Publishing House, ISBN 978-973-1890-15-9. (category B+ CNCISIS), pp. 510-513 Research Papers in Economics (RePEc), ProQuest, EconLit, EBSCO, IndexCopernicus, Directory of Open Access Journals (DOAJ), Cabell's Directory of Publishing Opportunities, Ulrich's, Genamics JournalSeek, Open J-Gate

d. Scientific articles published in scholarly journals classified by CNCS
in
category C

1. Sanda G., **Bîja M.**, Mocanu A., 2019, *The Importance of Communication Skills in the Accounting Profession*, in *The Contribution of Accounting to the Development of Romanian Society in the Context of the Centenary of the Great Union*, Accounting, Expertise and Business Audit, the journal of the Body of Expert and Licensed Accountants of Romania, No. 1, January 2019, pp. 3-8
2. Budugan Tania, Căilean Viorica, **Bîja Monica**, 2018, *Industry in Arad from 1018 to the Present, Young People and Arad's Role in Achieving the Great Union* 978-973-752-783-7, pp. 23-29
3. Carmen Nastase, **Bîja Monica** -2010, *Challenges for european education and*

training system to suport economic growth – Theoretical and Practical Approaches in Economics-UAV Arad, , ISBN- 978-973-752-523-9, pp.135-154.

4. Mathe Ilona, **Monica Bîja**, 2008, *Cultural identities and their impact on business*, Aurel Vlaicu University Conference Volume- Theoretical Developements in Contemporary Economics, Mirton Publishing House, Timișoara, ISBN 978-973-52-0489-1, pp. 47-58
5. **Monica Bîja**, Mathe Ilona, 2008, *Political communication versus commercial communication*, Aurel Vlaicu University Conference Volume- Theoretical Developements in Contemporary Economics, Mirton Publishing House, Timișoara, ISBN 978-973-52-0489-1, pp. 146-154.

e. Scientific Articles Published in International Conference Proceedings

1. **Bîja Monica Suzana**, Balaș Raluca, Faculty of Economics, Aurel Vlaicu University of Arad, Romania. The Rising Importance of Visual Elements in Advertising Campaigns Designed for the Social Media Environment ISREIE 2018 -International Symposium Research and Education in an Innovation Era, 8th edition, May 23th-25th, 2019
2. Sanda Grigorie, Lecturer Ph.D. **Bîja Monica Suzana**, Student Hromei Alina Claudia, Faculty of Economics, Aurel Vlaicu University of Arad, Romania. Study on the lending needs of the Arad inhabitants ISREIE 2018 -International Symposium Research and Education in an Innovation Era, 7th edition, May 23th-25th, 2019
3. **Monica Bîja**, Grigorie Sanda, Florin Isac, 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, 2018
4. **Monica Bîja**, Ramona Lile, 2009, *New marketing trends in Romanian hospitality industry*, published at Convegno International Conference on Tourism 2009, Sustainable Tourism within High Risk Areas of Environmental Crisis”. 22 – 25 April 2009, Messina, ISBN 978-88-96116-20-3. <http://www.furcisciculo.net/articoli/al-via-la-conferenza-e-il-workshop-internazionale-sul-turismo-sostenibile-2009>
5. Ramona Lile, **Monica Bîja** – 2009, "Arad... city on mures" – legend or tourist product, published at Convegno International Conference on Tourism 2009, Sustainable Tourism within High Risk Areas of Environmental Crisis”. 22 – 25 April 2009, Messina, ISBN 978-88-96116-20-3 <http://www.furcisciculo.net/articoli/al-via-la-conferenza-e-il-workshop-internazionale-sul-turismo-sostenibile-2009>
6. **Monica Bîja**, Ramona Lile, 2009, *The impact of the economic crisis over the hospitality industry*, published in the proceedings of Hungarian University, Apáczai Csere János Faculty, Institute of Tourism, Cultures Meeting in Tourism, 2009, ISBN 978-963-9883-32-1, <http://www.nyme.hu/index.php?id=13603>

7. Ramona Lile, **Monica Bîja**, *Eco-tourism and development strategies in Romania*, published in the proceedings of Hungarian University, Apáczai Csere János Faculty, Institute of Tourism, Cultures Meeting in Tourism, , ISBN 978-963-9883-32-1, <http://www.nyme.hu/index.php?id=13604>, 2009,
8. **Monica Bîja**, 2008, *Election strategies of Romanian political marketing*, Sámuel Tessedik College (STC) , Faculty of Economics Scientific Conference on the occasion of The Hungarian Science Day, Békéscsaba, ISSN 1454-9921, pp. 187-197

f. Other Scientific Articles

IV. ISI Proceedings

1. Nicolaescu, C., Risti, L., **Bîja, M.** (2023). Considerations on FinTech Models in Romania – Specific Aspects Regarding Communication with Customers and the Recognition of Financial Flows Generated by These Models in the Accounting of Privately Owned Companies. In: Coman, A., Vasilache, S. (eds) Social Computing and Social Media. HCII 2023. Lecture Notes in Computer Science, vol 14025. Springer, Cham. https://doi.org/10.1007/978-3-031-35915-6_19, DOI https://doi.org/10.1007/978-3-031-35915-6_19, Published 09 July 2023, Publisher Name Springer, Cham, Print ISBN 978-3-031-35914-9, Online ISBN 978-3-031-35915-6
2. **Monica Bîja**- 2009, *The city of lights – Building Arad's brand*, Lucian Blaga University Sibiu, Faculty of Economic Sciences, 16th International Economic Conference- Industrial Revolutions, from the globalization and post globalization perspective, 2009, ISBN 978-973- 739-775-1, **ISI Proceedings**, pp. 32-38

V. Participation in National and International Conferences (papers marked with * have been published)

Nicolaescu, C., Risti, L., Bîja, M. (2023). Considerations on FinTech Models in Romania – Specific Aspects Regarding Communication with Customers and the Recognition of Financial Flows Generated by These Models in the Accounting of Privately Owned Companies HCI International 2023 (HCII 2023), the 25th International Conference on Human-Computer Interaction and affiliated Conferences, held in Copenhagen, Denmark, 23-28 July 2023

VI. CONTRACT / GRANT BASED RESEARCH PROJECTS (published books, articles, studies, good practice guides, conferences, exchanges of experience, etc.)

1. Project member: “Educational Transformation: Integrating Digital Competencies into Multidisciplinary Teaching”, 2025.
2. Project member: “Learn to Be an Entrepreneur for the Future! Improving the Quality of Educational Provision and Teachers’ Competencies in Entrepreneurship to Increase Participants’ Access to Tertiary Education under Conditions of Equity and Social Efficiency and to Promote an Entrepreneurial Educational Culture in Competitive Fields of Regional Interest – EDUBUSINESS”, 2023; expert in curriculum, syllabus and educational provision.
3. Member of the organizing team for the “Virgil Madgearu Competition for University and School Students”, 7th Edition, pursuant to the Order of the Minister of National Education, project value: RON 8,500, May 2019; 3111/2018 (project code), 24773/22.

4. Member of the “Economics – Present and Future” Student Scientific Symposium project, 21st Edition, 2021, funded by the Ministry of National Education pursuant to Order of the Minister of National Education No. 3111/2019; project value: EUR 1,050.
5. Member of the “Economics – Present and Future” Student Scientific Symposium project, 20th Edition, 2019, funded by the Ministry of National Education pursuant to Order of the Minister of National Education No. 3111/2019; project value: RON 2,520; implementation period: March 13–April 25, 2019.
6. Member of the organizing team for the “Virgil Madgearu Competition for University and School Students”, 6th Edition, pursuant to the Order of the Minister of National Education; project value: RON 8,500, May 2019.
7. Member of the “Communication and Interculturality in the Centenary Year – 17th Summer School” project, funded by CMCA, No. 1622; project value: RON 28,394; implementation period: May 2–November 11, 2018.
8. Member of the “Trends and Prospects for Employment in the Municipality of Arad 100 Years after the Great Union” project, CMCA No. 6598; project value: RON 6,800; implementation period: October 10–December 10, 2018.
9. Member of the “Young People and Arad’s Role in Achieving the Great Union” project, 2018, funded by CMCA, No. 1620; project value: RON 11,200; implementation period: March 25–July 31, 2019.
10. Member of the “Economics – Present and Future” Student Scientific Symposium Competition project, 19th Edition, 2018, funded pursuant to Order of the Minister of National Education No. 3111/2018; project value: RON 4,010; implementation period: March 1–April 5, 2018.
11. Member of the organizing team for the “Virgil Madgearu Competition for University and School Students”, 5th Edition, pursuant to Order of the Minister of National Education No. 3111/2018; project value: RON 8,500; implementation period: April 1–May 15, 2018.
12. Member of the organizing team for the “Virgil Madgearu Competition for University and School Students”, Contract No. 47906 of April 30, 2017; project value: RON 3,200; implementation period: May 11–12, 2017.
13. Member of “Development Through Mentoring”, Pro Prietenia Foundation Contract No. FT 200711 9343.03.03/AB22 of December 15, 2009, PHARE Programme – Transition Facility 2007119343.03.03 – Social Integration of Young People Belonging to Minorities and Disadvantaged Groups; budget: EUR 31,243.
14. Member of the “Stimulating the Creativity of Young People in Arad in the Economic and Social Fields Through Entrepreneurial Projects and Simulations” project, under the “Youth, Education and Recreational Projects” programme, Contract No. 6357 of October 20, 2016; project coordinator: Associate Professor Dana Codruța Dudă Dăianu, PhD. The project was implemented from October to December 2016 by Aurel Vlaicu University of Arad and the Arad Municipal Cultural Centre, with a total value of RON 11,500, comprising RON 10,000 contributed by the Arad Municipal Cultural Centre and RON 1,500 by Aurel Vlaicu University of Arad.
15. Member of the “A Year in the Life of UAV 2015–2016” project, implemented from November to December 2016, with Aurel Vlaicu University of Arad as a partner alongside the Arad County Cultural Centre; project value: RON 40,950, comprising RON 34,950 contributed by CCJA and RON 6,000 by UAV.
16. Project member: “Quality in Education, a Priority for Schools in Arad”. The

project was implemented from July to December 2017, with Aurel Vlaicu University of Arad as a partner alongside the Arad Municipal Cultural Centre and Arad City Hall; project director: Lecturer Lavinia Cuc Denisia, PhD; Contract No. 3948; project value: RON 7,866 – 2017.

Date: 30.09.2026

Signature,

A handwritten signature in blue ink, appearing to be 'Lavinia Cuc', is written over a faint, rectangular yellow stamp. The signature is fluid and cursive.