

Scientific Activity

I. Books published

a) CNCS recognized publishers

1. *Project Management*, **S Szentesi**, Al.Ciorana,R. Lile, R.Cureteanu; Aurel Vlaicu University Publishing House, Arad , 2009 ISBN : 978-973-752-360-0, pag.457
2. *Marketing Practice Notebook* , **S Szentesi**, R. Lile, M Iacob, F Barbu Aurel Vlaicu University Publishing House, Arad , 2011 ISBN : 978-973-752-5581-9, 95 pag.
3. *Economic Statistics*, **S.Szentesi** , R.Lile,L. Csorba L. Balan, S. Rusu, Aurel Vlaicu University Publishing House, Arad , 2011, ISBN : 978-973-752-553-6, 371 pag.
4. *Marketing Research Studies, Vol I.. Goal, research type and marketing data collection methodology*, **S Szentesi**, Editura Universităţii Aurel Vlaicu , Arad , 2010
5. *Modelling the economic-environmental balance for investment projects*, **Silviu Gabriel Szentesi coordinator (main author)**, Aurel Vlaicu University Publishing House, Arad , ISBN 978-973-752-388-4, 2010, 241 pag.
6. *Science, Economy, Society* **co-writer**, Aurel Vlaicu University Publishing House 2010 978-973-752-507-9 235 pag.
7. *Marketing Studies in Commerce, Tourism and Services*, **S Szentesi**, F Sabau, Aurel Vlaicu University Publishing House, Arad, 2009
8. *Statistics*, **S.Szentesi** , R.Lile, L. Balan, S. Rusu, Aurel Vlaicu University Publishing House, Arad, 2009
9. *Statistics*, **S.Szentesi**,E. Ionescu, R.Lile, L. Balan, S. Rusu, Aurel Vlaicu University Publishing House, Arad, 2008
10. *Evaluation Tests for Graduation Exams - Commerce, Tourism and Services qualification*; **co-writer**; Aurel Vlaicu University Publishing House, Arad 2006
11. *Evaluation Tests for Graduation Exams - Commerce, Tourism and Services qualification*; **co-writer**; Aurel Vlaicu University Publishing House, Arad 2005
12. *Economic Activity Statistics*. **Silviu Szentesi**, Sergiu Rusu, Radu Cureteanu, Mirton Publishing House Timişoara 2005
13. *Management and Analysis of Investment Projects*, **Szentesi Silviu** și Cureteanu Radu, Mirton Publishing House Timişoara 2004
14. *Marketing. Explanatory Dictionary*. Coordonators: C. Florescu, P Mâlcomete, N Al. Pop, Economica Publishing House 2003, **co-writer Silviu Gabriel Szentesi**.
15. *Investment Process Decisions*, **Silviu Szentesi** Aurel Vlaicu University Publishing House, Arad, 1999
16. *The Management of investment Projects*, **Silviu Szentesi**, Aurel Vlaicu University Publishing House, Arad, 1998
17. *Statistics in economy*, **Silviu Szentesi** Aurel Vlaicu University Publishing House, Arad, 1998
18. *Economy Statistics*, **Silviu Szentesi** Aurel Vlaicu University Publishing House, Arad, 1997

b) ANCS grants

1. *Modelling the economic-environmental balance for investment projects*, **Silviu Gabriel Szentesi coordinator (main author)**, Aurel Vlaicu University Publishing House, Arad, ISBN 978-973-752-388-4, 2010, 241 pag.

c) World-Cat indexed

2. *Marketing. Explanatory Dictionary*. Coordonators: C. Florescu, P Mâlcomete, N Al. Pop, Economica Publishing House 2003, **co-writer Silviu Gabriel Szentesi**.

d) Univeristary courses published with CNCS recognized publishers

3. *Marketing Mix*, Aurel Vlaicu University Publishing House, Arad, 1998
4. *Economic Efficiency of Investments*, Aurel Vlaicu University Publishing House, Arad, 1996
5. *Statistics*, Ed. Vasile Goldis University Publishing House, Arad, 1999

II. Study volumes

a) CNCSIS recognized publishers (editor)

- 1 *Marketing. Explanatory Dictionary*. Coordonators: C. Florescu, P Mâlcomete, N Al. Pop, Economica Publishing House 2003, **co-writer Silviu Gabriel Szentesi**.

b) Chapters published in books

c) Studies presented at conferences

III. Studies and articles published in journals

A. Scientific articles published in ISI journals

1. Silviu Gabriel Szentesi (2014), *Applying utility theory in the sustainable development modelling: a case study for an industrial pollution*, Conferința Internațională Creștină "Puterea de a fi altfel" 30-31 Octombrie , prima ediție, Timișoara, România
2. Dan-Cristian Dabija, Nicolae Al. Pop, Silviu G. Szentesi, *A Customer-oriented Perspective on Retail Brand Equity in the Fashion Industry*, Textile Industry Scientific Magazine n.2 February 2014 Bucharest;
3. Gabriela Cristescu, Laurentiu Jitaru, Silviu Gabriel Szentesi, *Bilevel Generalized Quasi Convex Optimization in Ecologic Economic Efficiency*, Publicatia cotata ISI, American Institute of Physics USA, Conference Proceedings, 1184(2009), pag.254-261.
4. Szentesi Silviu, Franțescu Marius, *Fundamenting the environmental economical balance modelling for investment project having a major impact on environmental" CD –ROM Edition, ISBN 978-973-739-755-1, 16th International Economic Conference" Industrial Revolution from the globalization and postglobation perspective, UNIVERSITY „LUCIAN BLAGA” Sibiu 2009 7-8 mai.*
5. Proceedings in ISI Thomson database. Fixed Point Theory, 11(2010), no. 2, 203-224, <http://www.math.ubbcluj.ro/nodeacj/sfptcj.html> Approximation of common fixed points and variational solutions for one-parameter family of Lipschitz pseudocontractions Lu-Chuan Ceng_, Adrian Petrus_EI_ Silviu Szentesi And Jen-Chih Yao
6. Tania Lazăr,1 Ghiocel Moț,2 Gabriela Petrușel,3 and Silviu Szentesi,4 *The Theory of Reich's Fixed Point Theorem for Multivalued Operators*, Fixed Point Theory and Applications, Volume 2010 (2010), Article ID 178421, 10 pages 10.1155/2010/178421

B. Scientific articles published in +B BDI and CNCSIS journals

1. S Szentesi, Frantescu Marius Research conducted in the Concept Research Project 1239 PN II 2007 CNCSIS *Designing a management model for achieving economic-environmental balance in investment projects* International Conference "European Integration – new challenges for Romanian economy", 6th Edition and "EU Sustainable Economic Development and Competitiveness", 141564-LLP-1-2008-1-RO-AJM-MO, Oradea 2010
2. Szentesi Silviu Gabriel, Crișan Simona, Franțescu Marius *Dynamic Model for Evaluation the Economical-Ecological Equilibrium for an Investment Project* Research conducted in the Concept Research Project 1239 PN II 2007 CNCSIS, 4th Edition of International Conference „Current Issues of Global Economy”, held on the 20th celebration of „Ovidius” University, Constanta, May 21-22, 2010. Ovidius University, Constanta 2010.
3. S Szentesi, Frantescu Marius, *Fundamenting the environmental economical balance modelling for investment project having a major impact on environmental" CD –ROM Edition, ISBN 978-973-739-755-1, 16th International Economic Conference" Industrial Revolution from the globalization and postglobation perspective, UNIVERSITY „LUCIAN BLAGA” Sibiu 2009*
4. SZENTESI Silviu Gabriel, CRISTESCU Gabriela „*Modern numerical approach to economic environmental for for investment projects*" Annals of the ORADEA UNIVERSITY, „Fascicle of Mangement and Tehnological Engineerig, Volume VIII (XVIII) 2009
5. SZENTESI Silviu Gabriel, CRISTESCU Gabriela, *Ecologic-economic efficiency by non-numerical multiple criteria decision methods.* Annals of the ORADEA UNIVERSITY, „Fascicle of Mangement and Tehnological Engineerig, Volume VIII (XVIII) 2009
6. S.Szentesi, F.Sabau, G. Sanda *Measurment in marketing research* The international scientific conference" European integration new challenges for Romanian Economy, May 30-31, Oradea Romania 2008
7. S.Szentesi, G. Cristescu *Environmental valuation methods used for improving economic-ecologic balance* The international scientific conference" European integration new challenges for Romanian Economy, May 30-31, Oradea Romania 2008

8. S.Szentesi, G Cristescu *Environmental Valuation Techniques* Annals of Oradea University. Fascicle of Management and Technological Engineering, volume VII (XVII), 2008

C. Scientific articles published in B, C BDI and CNCSIS journals

1. April 2007, no. 4, Organisational Philosophy and the Importance of Educational Marketing, S Szentesi
2. Silviu Gabriel Szentesi, Marius Frantescu Achieving economic and ecological balance for investment objectives with the model confirmation / infirmation, UAV 2010 ISREIE 2010: International Symposium Research and Education in Innovation Era, 3rd Edition, Arad, November 11-12, 2010, organized by "Aurel Vlaicu" University of Arad
3. Szentesi Silviu Gabriel *Achieving economic and ecological balance for investment projects based on utility model* UAV 2010 ISREIE 2010: International Symposium Research and Education in Innovation Era, 3rd Edition, Arad, November 11-12, 2010, organized by "Aurel Vlaicu" University of Arad,

D. Scientific articles published in international conferences fascicles

1. Gabriela Cristescu, Laurentiu Jitaru, Silviu Gabriel Szentesi, *Bilevel Generalized Quasi Convex Optimization in Ecologic Economic Efficiency*. The 35th Conference *Applications of Mathematics in Engineering and Economics* (AMEE'09) held June 7 - 12, 2009 at Sozopol.Bulgaria
2. „*The 23-th European Conference on Operational Research*”, 5-8 July 2009, Bonn, Germany
3. G.Cristescu, L. Neamtii, S.G.Szentesi: *Multiple Criteria Optimization Models for solving Contemporary Ethical Issues in Decision Making*.Third Human Centered Processes Conference, Delft The Netherlands June 8-12, 2008
4. Silviu Szentesi 2001 Aspects of evaluating the efficiency of price reducing action. Technical University of Budapest PAMM- Centre 2001 –Nonlinear aspects for the transportation problem, Interuniversity Network in Central Europe. Balaton.
5. Silviu Szentesi 1998 Entscheidungsmodelle zur werbebudgetplanung grundlage :die werbe- response funktion statische response funktionen .Written by. Sen dr. Silviu Szentesi.Technical University of Budapest PAMM- Centre
6. Silviu Gabriel Szentesi, Marius Frantescu Achieving economic and ecological balance for investment objectives with the model confirmation / infirmation, UAV 2010 ISREIE 2010: International Symposium Research and Education in Innovation Era, 3rd Edition, Arad, November 11-12, 2010, organized by "Aurel Vlaicu" University of Arad
7. Szentesi Silviu Gabriel *Achieving economic and ecological balance for investment projects based on utility model* UAV 2010 ISREIE 2010: International Symposium Research and Education in Innovation Era, 3rd Edition, Arad, November 11-12, 2010, organized by "Aurel Vlaicu" University of Arad,

E. Other scientific articles

1. 2004, Statistical methods for assessing poverty, International conference „Christianism and postmodernism”, Emanuel University, Oradea, March 26th, 2004
2. 2000 *Marketing research role in decision making*; Jubilee scientific session with international participation, Aurel Vlaicu University, Arad, October 27-28, 2000.
3. 2000 *Marketing Research Ethics*; Jubilee scientific session with international participation, Aurel Vlaicu University, Arad, October 27-28, 2000.
4. 2000 *Statistical analysis of time series*; Jubilee scientific session with international participation, Aurel Vlaicu University, Arad, October 27-28, 2000.
5. 2000 *Prediction methods based on autoregressive error models*; Jubilee scientific session with international participation, Aurel Vlaicu University, Arad, October 27-28, 2000.
6. 2000 *Social and economical balance*, Scientific Symposium of Biblical Institute Oradea
7. 2000 *Strategic decisions in pricing*; Arad Academic Days, Arad, May 17-20.
8. 1999 *Price variance*, Technical and Scientific Bulletin, no.5, 1999, "Aurel Vlaicu" University, Arad
9. 1998 *Fundamenting the decision of introducing of new product variants in production, based on updated profit*. Scientific session; West University, Timișoara, May 21-22, 1998
10. 1998 *Assortment policy optimization using linear programming*. Arad Academic Days; 8th edition, Arad, May 8-9
11. 1998 *National accounts system and environmental losses*, Arad Academic Days, 8th edition, Arad, May 8-9
12. 1998 *Sampling in marketing*; "Economy – present and future" AGER symposium, Arad, November 27th, 1998.
13. 1998 *Strategic decisions in pricing policy*; "Economy – present and future" AGER symposium, Arad, November 27th, 1998.

14. 1996 *Law of social-economic evolution and development*, Arad Academic Days – 6th edition, May 25-26, 1996.
15. 1996 *Experts' opinion – modern economy management method*, Arad Academic Days – 6th Edition, 25-26 May 1996.
16. 1996 *Commodities classification as marketing concept*, proceeding of the Scientific Communications Meeting, 3rd Edition, Arad, 16-17 May 1996, vol.13, p. 145-156
17. 1995 *External effects of economic activity*, proceeding of the Scientific Communications Meeting, 3rd Edition, Arad, 16-17 May 1996, vol.13, p. 157-162.
18. 1994 *Argument for organizing the marketing department at S.C. ARBEMA S.A. Arad*, Studia Universitatis edited by "Vasile Goldiș" University, Arad.
19. 1994 *Organizing marketing activities in companies during transition process in Romania*, Arad Academic Days, 4th Edition, May 1994
20. 1993 *Marketing study on food sales dependance on commercial area and numer of employees in Arad*, Studia Universitatis editated by "Vasile Goldiș" University, Arad
21. 1993 *Economic balance – criteria for achieving it*, proceeding of the Scientific Communications Meeting, "Aurel Vlaicu" University, Arad 1992, vol.4. economics.
22. 1992 *Study on bread sales in Arad*, Arad Academic Days – 2nd Edition, 1992
23. 1992 *Economic and social development mechanism*, Arad Academic Days - 2nd Edition, 1992
24. 1991 *Meat sales prospects in Arad*, Arad Academic Days – 1st Edition, 1991
25. 1991 *Proposals regarding the trade network structure in Arad commercial center*, Arad Academic Days – 2nd Edition, 1992

IV. Proceedings

V. National and international conferences

1. Gabriela Cristescu, Laurentiu Jitaru, Silviu Gabriel Szentesi, *Bilevel Generalized Quasi Convex Optimization in Ecologic Economic Efficiency*. The 35th Conference *Applications of Mathematics in Engineering and Economics (AMEE'09)* June 7 - 12, 2009 at Sozopol.Bulgaria
2. Participant la conferința „*The 23-th European Conference on Operational Research*”, 5-8 July 2009, Bonn, Germany
3. G.Cristescu, L. Neamtii, S.G.Szentesi: *Multiple Criteria Optimization Models for solving Contemporary Ethical Issues in Decision Making*. Third Human Centered Processes Conference, Delft The Netherlands june 8-12, 2008
4. Silviu Szentesi 2001 Aspects of evaluating the efficiency of price reducing action. Technical University of Budapest PAMM- Centre 2001 –Nonlinear aspects for the transportation problem, Interuniversity Network in Central Europe. Ballton.
5. Silviu Szentesi 1998 Entscheidungsmodelle zur werbebudgetplanung grundlage :die werbe- response funktion statische response funktionen .Written by. Sen dr. Silviu Szentesi.Technical University of Budapest PAMM- Centre
6. Szentesi Silviu, Franțescu Marius, *Fundamenting the environmental economical balance modelling for investment project having a major impact on environmental*” CD –ROM Edition, ISBN 978-973-739-755-1, 16th International Economic Conference” Industrial Revolution from the globalization and postglobation perspective, UNIVERSITY „LUCIAN BLAGA” Sibiu 7-8 May 2009.
7. S Szentesi, Frantescu Marius Research conducted in the Concept Research Project 1239 PN II 2007 CNCSIS Designing a management model for achieving economic-environmental balance in investment projects International Conference „European integration – new challenges for Romanian economy”, 6th Edition and "EU Sustainable Economic Development and Competitiveness", 141564-LLP-1-2008-1-RO-AJM-MO, Oradea 2010
8. Szentesi Silviu Gabriel, Crișan Simona, Franțescu Marius Dynamic Model for Evaluation the Economical-Ecological Equilibrium for an Investment Project Research conducted in the Concept Research Project 1239 PN II 2007 CNCSIS, 4th Edition of International conference „Current Issues of Global Economy”, held on the 20th celebration of „Ovidius” University, Constanta, May 21-22, 2010. Ovidius University, Constanta 2010.
9. S Szentesi, Frantescu Marius, *Fundamenting the environmental economical balance modelling for investment project having a major impact on environmental*” CD –ROM Edition, ISBN 978-973-739-755-1, 16th International Economic Conference” Industrial Revolution from the globalization and postglobation perspective, UNIVERSITY „LUCIAN BLAGA” Sibiu 2009

10. SZENTESI Silviu Gabriel, CRISTESCU Gabriela „Modern numerical approach to economic environmental for investment projects” Annals of the ORADEA UNIVERSITY, „Fascicle of Management and Tehnological Engineerig, Volume VIII (XVIII) 2009
11. SZENTESI Silviu Gabriel, CRISTESCU Gabriela, Ecologic-economic efficiency by non-numerical multiple criteria decision methods. Annals of the ORADEA UNIVERSITY, „Fascicle of Mangement and Tehnological Engineerig, Volume VIII (XVIII) 2009
12. S.Szentesi, F.Sabau, G. Sanda Measurment in marketing research The international scientific conference” European integration new challenges for the Romanian Economy, May 30-31, Oradea Romania 2008
13. S.Szentesi, G. Cristescu Environmental valuation methods used for improving economic-ecologic balance The international scientific conference” European integration new challenges for the Romanian Economy, May 30-31, Oradea Romania 2008
14. S.Szentesi, G Cristescu Environmental Valuation Techniques Annals of Oradea University.Fascicle of Mangement and Technological Engineering, volume VII (XVII), 2008
15. Silviu Gabriel Szentesi, Marius Frantescu Develop economic-ecological balance of investment objectives with the model confirmation / infirmation, UAV 2010 ISREIE 2010: International Symposium Research and Education in Innovation Era, 3rd Edition, Arad, November 11-12, 2010, organized by "Aurel Vlaicu" University of Arad
16. Szentesi Silviu Gabriel Realizarea echilibrului economic-ecologic pentru proiectele de investitii pe baza modelului utilitatii UAV 2010 ISREIE 2010: International Symposium Research and Education in Innovation Era, 3rd Edition, Arad, November 11-12, 2010, organized by "Aurel Vlaicu" University of Arad,
17. 2004, Statistical methods for assessing poverty, International conference „Christianism and postmodernism”, Emanuel University, Oradea, March 26th, 2004
18. 2000 *Marketing research role in decision making*; Jubilee scientific session with international participation, Aurel Vlaicu University, Arad, October 27-28, 2000.
19. 2000 *Marketing Research Ethics*; Jubilee scientific session with international participation, Aurel Vlaicu University, Arad, October 27-28, 2000.
20. 2000 *Statistical analysis of time series*; Jubilee scientific session with international participation, Aurel Vlaicu University, Arad, October 27-28, 2000.
21. 2000 *Prediction methods based on autoregresive error models*; Jubilee scientific session with international participation, Aurel Vlaicu University, Arad, October 27-28, 2000.
22. 2000 *Social and economical balance*, Scientific Symposium of Biblical Institute Oradea
23. 2000 *Strategic decisions in pricing*; Arad Academic Days, Arad, May 17-20.
24. 1999 *Price variance*, Technical and Scientifical Bulletin, no.5, 1999, “Aurel Vlaicu” University, Arad
25. 1998 *Fundamenting the decision of introducing of new product variants in production, based on updated profit*. Scientific session; West University, Timișoara, May 21-22, 1998
26. 1998 *National accounts system and environmental losses*, Arad Academic Days, 8th edition, Arad, May 8-9
27. 1998 *Sampling in marketing*; “Economy – present and future” AGER symposium, Arad, November 27th, 1998.
28. 1998 *Strategic decisions in pricing policy*; “Economy – present and future” AGER symposium, Arad, November 27th, 1998.
29. 1996 *Law of social-economicevolution and development*, Arad Academic Days – 6th edition, May 25-26, 1996.
30. 1996 *Experts’ opinion – modern economy management method*, Arad Academic Days – 6th Edition, 25-26 May 1996.
31. 1996 *Commodities classification as marketing concept*, proceeding of the Scientific Communications Meeting, 3rd Edition, Arad, 16-17 May 1996, vol.13, p. 145-156
32. 1995 *External effects of economic activity*, proceeding of the Scientific Communications Meeting, 3rd Edition, Arad, 16-17 May 1996, vol.13, p. 157-162.
33. 1994 *Argument for organizing the marketing department at S.C. ARBEMA S.A. Arad*, Studia Universitatis edited by “Vasile Goldiș” University, Arad.
34. 1994 *Organizing marketing activities in companies during transition process in Romania*, Arad Academic Days, 4th Edition, May 1994
35. 1993 *Marketing study on food sales dependance on commercial area and numer of employees in Arad*, Studia Universitatis editated by “Vasile Goldiș” University, Arad
36. 1993 *Economic balance – criteria for achieving it*, proceeding of the Scientific Communications Meeting, “Aurel Vlaicu” University, Arad 1992, vol.4. economics.
37. 1992 *Study on bread sales in Arad*, Arad Academic Days – 2nd Edition, 1992

38. 1992 *Economic and social development mechanism*, Arad Academic Days - 2nd Edition, 1992
39. 1991 *Meat sales prospects in Arad*, Arad Academic Days – 1st Edition, 1991
40. 1991 *Proposals regarding the trade network structure in Arad commercial center*, Arad Academic Days – 2nd Edition, 1992

Date: 15.01.2016

Signature