

Lista publicațiilor

Cărți de specialitate:

1. **Todor Raluca D.** „Strategii de marketing international pe piata mobilei, Editura Universitatii Transilvania din Brasov, 2011
2. **Todor Raluca D.** „Introducere in Branding”, Editura Universitatii Transilvania Transilvania din Brasov, 2017

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1. **Todor Raluca Dania**, Gheorghe Epuran, Bianca Tescașiu, Karin-Andreea Sasu și Nicoleta Cristache – „Consumul responsabil – sursă de avantaje competitive și soluție pentru protecția turiștilor”- Amfiteatrul Ecomonic, Vol. XVIII, Nr.45. Mai 2017
2. **Todor Raluca D.**, Gabriel Brătucu , Adrian Trifan , Lavinia Dovleac , Ioana Bianca Chițu , Rares, Brătucu 2 Acquisition of Electric vehicles a step towards Green Consumption. Empirical Research among Romanian students_ SUSTAINABILITY Vol. 11, DEC. 2019
3. **Todor Raluca D.** , Hornet M, Cîrstoloveanu D.C., Năstac C.- „ Natural ventilation for amphitheatres –a way of increasing indoor air quality by decreasing energy consumption”, JEPE Journal, Vol.21 (No1)., 2020

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1. **Todor R.D.** – „Managing a brand image through boundaryless marketing”, International Conference on Bussines Excelence 2006 (indexat ISI web of Knowledge), pag.180-183
2. **Todor R.D.** – „ CONSUMAR BEHAVIOR ON FURNITURE MARKET inside European Union” International Conference on Bussines Excelence 2010(indexat ISI web of Knowledge), pag 207-209
3. **Todor R.D.-** “ The importance of branding and rebranding for strategic marketing” Bulletin of the Transylvania University of Brasov, Series V., Economic Sciences, Vol. 7.(56), No.2, 2014, pag.59-65

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5. **Todor R.D.**- "Blending traditional and digital marketing" Bulletin of the Transylvania University of Brasov, Series V., Economic Sciences, Vol. 9.(58), No.1, 2017, pag.51-56
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7. **Todor R.D.**, Hornet M, Iordan F.- "Implementing life cycle cost analysis in building design" Advanced Engineering Forum, Vol. 21, Trans Tech Publications, 2016, pag.581-587
8. **Todor R.D.**, Hornet M, Iordan N., Nastac C., Draghici M., Mizgan P. "The thermal and optical behavior of multilayer low-e solar control glass surfaces" Advanced Engineering Forum Vol, 21, pag 506-514
9. **Todor R.D.**, Hornet M, Iordan N., Nastac C., Draghici M., Mizgan P -" Thermo-aeraulic simulation of mono façade natural ventilation", Advanced Engineering Forum Vol, 21, pag 514-520
10. **Todor, R.D.**, Anastasiu C.V. - "A future trend in healthcare: the use of big data"- Bulletin of the Transilvania University of Braşov Series V: Economic Sciences ■ Vol. 11 (60) No. 1 – 2018