

## Lista lucrărilor publicate COMAN Ecaterina

### Articole:

- 2017 - Ecaterina GRĂJDIERU (COMAN), *Neuromarketing and its internal marketing applications*, în Bulletin Of The Transilvania University Of Brasov – Special Issue, Series V: Economic Sciences, vol. 10 (59), nr. 2/2017, pp. 17-24.
- 2018 - Ecaterina GRĂJDIERU (COMAN), *How to sell careers to the employees you want to keep? A marketing approach on career development*, în Bulletin Of The Transilvania University Of Brasov. Economic Sciences. vol.11, nr. 1/2018, pp. 37-44.
- 2018 - Ecaterina GRĂJDIERU (COMAN), Ioana-Mădălina CIONGRADI, *Evolution of the labour market – analysis and forecast of statistical indicators from 2005 to 2019*, în Bulletin of the Transilvania University Of Brasov. Economic Sciences. Series V; vol. 11, nr. 2/2018, pp. 175-182.
- 2019 - Ecaterina GRĂJDIERU (COMAN), Tereza KHECHOYAN, *The main attributes of the employers' attractiveness – a cross-national analysis on Romania, Italy and Armenia*, în Bulletin Of The Transilvania University Of Braşov Series V: Economic Sciences, vol. 12 (61), nr. 1/2019, pp. 97-106, ISSN 2065-2194.
- 2019 - Ioana-Mădălina CIONGRADI și Ecaterina Grăjdieru (COMAN), *The Behaviour of Romanian Consumers Regarding the Purchase of Products and Services*, Bulletin Of The Transilvania University Of Braşov Series V: Economic Sciences, Vol. 12 (61), No. 1 - 2019, pp. 29-34.
- 2021 - Costel BUCATARU, Dan SAVESCU, Angela REPANOVICI, Larisa BLAGA, Ecaterina COMAN, Maria-Elena COCUZ, *The Implications and Effects of Medical Waste on Development of Sustainable Society—A Brief Review of the Literature*, Sustainability, 2021, Vol. 13, No. 6: 3300. <https://doi.org/10.3390/su13063300>.

### Conferințe:

- 2017 - Ecaterina GRĂJDIERU (COMAN), Ioana-Mădălina CIONGRADI, *Attracting and retaining talents through career marketing strategies*, în Emerging Markets Economics and Business. Contributions of Young Researchers Proceedings of the 8th Conference of Doctoral Students in Economic Sciences, Oradea University Press, nr. 5/2017, pp. 48-51. ISSN 2344 – 6617.
- 2018 - Ecaterina GRĂJDIERU (COMAN), Cătălina-Ionela REZEANU, Florin NECHITA, Claudiu COMAN, *Modern Tendencies in Experiential Marketing: Museums Using Augmented Reality (AR) to Convert Young Audiences into Ambassadors of Local Culture*, în Economic and Social Development: Book of Proceedings, 28th International Scientific Conference on Economic and Social Development – Paris, 19-20 April 2018, pp. 212-221, ISSN 1849-7535.
- 2018 - Ecaterina GRĂJDIERU (COMAN), Raluca MARINESCU (REPANOVICI), *The recipe for success in the era of knowledge economy: motivating employees to become brand ambassadors*, în



Culegere de articole selective ale Simpozionului Științific Internațional al Tinerilor Cercetători, Ed. a XVI-a, Chișinău, 27-28 aprilie/2018, pp. 179-184, e-ISBN 978-9975-75-926-7.

2018 - Raluca MARINESCU (REPANOVICI) și Ecaterina GRĂJDIERU (COMAN), *mHealth Applications: Current State, Barriers And Future Potential*, Culegere de articole selective ale Simpozionului Științific Internațional al Tinerilor Cercetători, Ed. a XVI-a, Chișinău, 27-28 aprilie-2018, pp. 81-90, e-ISBN 978-9975-75-926-7.

2019 - Ecaterina GRĂJDIERU (COMAN), *Employers' Solutions for the Mismatches between Romanian Higher Education and the Labour Market*, 3rd International Conference „Inclusive and Sustainable Economic Growth. Challenges, Measures and Solutions”, Brasov, 31 may -1 june/2019, ISEG 2019 Proceedings Volume, pp. 147-151, ISBN 978-88-85813-51-9.

**Volume de specialitate:**

2020 – Ecaterina COMAN și Gabriel BRĂTUCU, *Marketingul Carierei: o paradigmă a marketingului contemporan*, București: Ed. C.H. Beck, 2020, ISBN 978-606-18-1011-6.

2021 – Ecaterina COMAN, *Direcții de cercetare în Resurse Umane*, Timișoara: Editura de Vest, 2021, ISBN 978-973-36-0795-3.