

Lista lucrărilor publicate

Ioana-Mădălina PURCARU (CIONGRADI)

1. Ioana-Mădălina CIONGRADI, *Multilevel marketing for everybody is not forever*, BULLETIN OF THE TRANSILVANIA UNIVERSITY OF BRAȘOV, Series V: Economic Sciences, Vol. 10 (59) No. 1 – 2017.
2. Ecaterina GRĂJDIERU (COMAN), Ioana-Mădălina CIONGRADI, *Attracting and retaining talents through career marketing strategies*, Emerging Markets Economics and Business. Contributions of Young Researchers Proceedings of the 8th Conference of Doctoral Students in Economic Sciences, Oradea University Press, No. 5 - 2017, pp. 48-51. ISSN 2344 – 6617, http://steconomiceuoradea.ro/wp/wp-content/uploads/2014/01/volum_conferinta_doctoranzi_2017.pdf, pag. 48.
3. Ecaterina GRĂJDIERU (COMAN), Ioana-Mădălina CIONGRADI, *Evolution of the labour market – analysis and forecast of statistical indicators from 2005 to 2019*, BULLETIN OF THE TRANSILVANIA UNIVERSITY OF BRAȘOV, Series V: Economic Sciences, Vol. 11(60), No. 2, 2018, pp. 175-182.
4. 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 BRAȘOV, Series V: Economic Sciences, Vol. 12 (61), No. 1 - 2019, pp. 29-34.
5. Gabriel BRĂTUCU, Ioana-Mădălina CIONGRADI, *Qualitative marketing research for the consumer behaviour specific to the multilevel marketing system*, BULLETIN OF THE TRANSILVANIA UNIVERSITY OF BRAȘOV, Series V: Economic Sciences, Vol. 12 (61) No. 1 – 2019.
6. Ioana-Mădălina CIONGRADI, Gabriel BRĂTUCU, Mădălina TOFAN, *The impact of multilevel marketing business leaders on their agents*, 3rd International Conference „Inclusive and Sustainable Economic Growth. Challenges, Measures and Solutions”, ISEG Proceedings Volume, Brașov, Filodiritto Editore, 31 may -1 june, 2019.

7. Ioana-Mădălina PURCARU (CIONGRADI), *Sisteme moderne de distribuție – MULTILEVEL MARKETING*, ISBN: 978-606-28-1137-2, Editura Universitară, Colecția Științe Economice, București, 2020.

8. Ana-Maria URDEA, Cristinel-Petrișor CONSTANTIN, Ioana-Mădălina PURCARU, *Implementing Experiential Marketing in the Digital Age for a More Sustainable Customer Relationship*, Sustainability. 2021; 13(4):1865. <https://doi.org/10.3390/su13041865>, 2021.