

Lista de lucrări publicate

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I. Teză de doctorat:

*Politici şi strategii de marketing utilizate în marketingul educaţional. Studiu de caz: învăţământul universitar din România*

II. Cărţi de specialitate (monografii):

Alexandra Palade (Zamfirache) - *Analiza sistemului educational universitar*, Editura: Editura Universitara, 2021, ISBN: 978-606-28-1250-8, Np. 124

III. Articole publicate în reviste:

A. Articole publicate în jurnale indexate ISI Web Of Sciences

1. Brătucu, G., Dincă, G., Dincă, M.S., Palade (Zamfirache) A. - *Opportunity of Constructing a Cargo Terminal – Case Study Braşov International Airport, Romania*, Transylvanian Review of Administrative Sciences, [S.I.], Feb. 2017, ISSN 1842-2845, pp. 38-53, disponibil la: <http://rtsa.ro/tras/index.php/tras/article/view/510/499>
2. Brătucu, G., Epuran, G., Gârdan, D.A., Bumbaş, F., Zamfirache, A. Gârdan, I. P., Opreş (Stănilă) M.A. - *The evolution of textile and clothing industry in Romania: an analysis from the perspective of imports and exports determinants*, Industria Textila Journal, Volume 68, No 2/2017, pp. 147-155, disponibil la: <http://revistaindustriatextila.ro/images/2017/Revista%20IT%20nr%202-2017%20web.pdf>
3. Brătucu, G., Palade (Zamfirache), A., Madar, A., Neacşu, N.A., Boşcor, D., Băltescu, C.A. - *Competition on the University Educational Services Market in Romania and the Protection of Students' Rights and Interests*. Amfiteatru Economic, Volume 19. No 45/2017, pp. 414-431, disponibil la: [https://www.amfiteatruconomic.ro/RevistaDetalii\\_EN.aspx?Cod=1064](https://www.amfiteatruconomic.ro/RevistaDetalii_EN.aspx?Cod=1064)

B. Articole publicate în baze de date recunoscute

1. Palade, A., Constantin, C. - *The necessity of counseling and vocational orientation in students' career management*, Bulletin of the Transilvania University of Braşov, Series V: Economic Sciences, 2012, Vol. 5 (54) No. 2, pp. 61-68, disponibil la: [http://webbut.unitbv.ro/BU2012/Series%20V/Contents\\_V\\_M.htmlhttp://webbut.unitbv.ro/BU2012/Series%20V/BULETIN%20V/12%20palade%20constantin.pdf](http://webbut.unitbv.ro/BU2012/Series%20V/Contents_V_M.htmlhttp://webbut.unitbv.ro/BU2012/Series%20V/BULETIN%20V/12%20palade%20constantin.pdf)



2. Palade, A., Constantin, C. - *Graduates integration on the labour market*, Bulletin of the Transilvania University of Braşov, Series V Economic Sciences, Vol. 6 (55) No. 2-2013, pp. 65-74, disponibil la:  
<http://webbut.unitbv.ro/BU2013/Series%20V/BULETIN%20V/011%20constantin%20c%20BUT%202013%202.pdf>
3. Palade, A., Brătucu, G. - *The marketing of educational services. A study regarding the graduates' professional path*, Bulletin of the Transilvania University of Braşov, Series V Economic Sciences, Vol. 6 (55) No. 2-2013, pp. 57-64, disponibil la:  
<http://webbut.unitbv.ro/BU2013/Series%20V/BULETIN%20V/010%20palade%20bratucu%20BUT%202013%202.pdf>
4. Palade, A., Brătucu, G., Demeter, T., Opreş (Stănilă), M.A. - *Analysis of the higher education system in Romania*, Romanian Journal Of Marketing, Nr. 4/2013 October - December, Ed. Rosetti International, 2013, pp. 2-15
5. Demeter, T., Brătucu, G., Palade, A., Opreş (Stănilă), M.A. - *Youth travel market dynamics in Romania*, Romanian Journal Of Marketing, Nr. 1/2014 January - March, Ed. Rosetti International, 2014, pp. 40-57
6. Palade, A., Brătucu, G., Opreş, M. - *Factors that influence the number of students enrolled in the higher education system in Romania*, Bulletin of the Transilvania University of Braşov, Series V Economic Sciences, Vol. 7 (56) No. 1-2014, pp. 209-216, disponibil la:  
[http://webbut.unitbv.ro/BU2014/Series%20V/BULETIN%20V%20PDF/28\\_PALADE\\_Bratucu\\_Opris.pdf](http://webbut.unitbv.ro/BU2014/Series%20V/BULETIN%20V%20PDF/28_PALADE_Bratucu_Opris.pdf)
7. Opreş (Stănilă), M., Demeter, T., Palade, A. - *Statistical evaluation of the EU countries using economic indicators*, Bulletin of the Transilvania University of Braşov, Series V Economic Sciences, Vol. 7 (56) No. 11-2014, pp. 201-208, disponibil la:  
[http://webbut.unitbv.ro/BU2014/Series%20V/BULETIN%20V%20PDF/27\\_OPRIS,%20DEMETER,%20Palade.pdf](http://webbut.unitbv.ro/BU2014/Series%20V/BULETIN%20V%20PDF/27_OPRIS,%20DEMETER,%20Palade.pdf)
8. Demeter, T., Brătucu, G., Palade, A. - *Romania, as a Tourist Destination, Seen from the Perspective of the Online Media*, International Journal of Economic Practices and Theories, Vol. 4, No. 5, 2014, Special issue on Marketing and Business Development, pp. 677-689, disponibil la:  
[http://www.ijept.eu/index.php/ijept%20/article/view/Romania\\_as\\_a\\_Tourist\\_Destination\\_Seen\\_from\\_the\\_Perspective\\_of\\_the\\_Online\\_Media/pdf\\_38](http://www.ijept.eu/index.php/ijept%20/article/view/Romania_as_a_Tourist_Destination_Seen_from_the_Perspective_of_the_Online_Media/pdf_38)
9. Opreş (Stănilă), M.A., Brătucu, G., Palade, A. - *The Impact of Eco-Marketing - A Quantitative Research on the Brasov's Adult Population*, International Journal of Economic Practices and Theories, Vol. 4, No. 5, 2014, Special issue on Marketing and Business Development, pp. 711-717, disponibil la: [http://www.ijept.eu/index.php/ijept%20/article/view/The\\_Impact\\_of\\_Eco-Marketing\\_A\\_Quantitative\\_Research\\_on\\_the\\_Brasov/pdf\\_41](http://www.ijept.eu/index.php/ijept%20/article/view/The_Impact_of_Eco-Marketing_A_Quantitative_Research_on_the_Brasov/pdf_41)
10. Palade, A., Brătucu, G., Demeter, T., Opreş, M.A. - *Analysis of the automotive industry in Romania*, Romanian Journal Of Marketing Nr. 3/2014 July – September Ed. Rosetti International, 2014, pp. 2-15



11. Palade, A., Brătucu, G., Demeter, T., Opreș, M.A. - *Analysis of the evolution of unemployment in Romania*, Bulletin of the Transilvania University of Brașov, Series V: Economic Sciences, Vol. 7 (56) No. 2 - 2014, pp. 235-242, disponibil la: [http://webbut.unitbv.ro/BU2014/Series%20V/BULETIN%20V/V-03\\_PALADE-v2.pdf](http://webbut.unitbv.ro/BU2014/Series%20V/BULETIN%20V/V-03_PALADE-v2.pdf)
  12. Demeter, T., Brătucu, G., Palade, A. - *Dynamics of the youth travel market on a global level*, Bulletin of the Transilvania University of Brașov, Series V: Economic Sciences, Vol. 8 (57) No. 1-2015, pp. 95-106, disponibil la: [http://webbut.unitbv.ro/Bulletin/Series%20V/BULETIN%20I%20PDF/13\\_Demeter\\_T.pdf](http://webbut.unitbv.ro/Bulletin/Series%20V/BULETIN%20I%20PDF/13_Demeter_T.pdf)
  13. Opreș (Stănilă), M.A., Brătucu, G., Palade, A. - *Distribution policies and strategies for sustainable textile products*, Bulletin of the Transilvania University of Brașov, Series V: Economic Sciences, Vol. 8 (57) No. 1-2015, pp. 65-70, disponibil la: [http://webbut.unitbv.ro/Bulletin/Series%20V/BULETIN%20I%20PDF/09\\_Opris\\_M\\_A.pdf](http://webbut.unitbv.ro/Bulletin/Series%20V/BULETIN%20I%20PDF/09_Opris_M_A.pdf)
- IV. Articole publicate în volume ale conferințelor internaționale
1. Palade, A., Brătucu, G. Demeter, T., Opreș (Stănilă), M.-A. - *From internship to a full time job. specialized online platform for "Transilvania" University of Brasov*, Business Excellence, Proceedings of the 9th International Conference on Business Excellence, Management&Marketing Challenges for the Knowledge Society, ISBN 978-973-709-738-5, Editura Economică, 2014, pp. 108-114
  2. Demeter, T., Brătucu, G., Palade, A., Opreș (Stănilă), M.-A. - *Romania as a tourist destination from the perspective of incoming Erasmus students* Business Excellence, Proceedings of the 9th International Conference on Business Excellence, Management&Marketing Challenges for the Knowledge Society, ISBN 978-973-709-738-5, Editura Economică, 2014, pp. 154-160
  3. Demeter, T., Brătucu, G., Palade, A. - *Romania, as a Tourist Destination, Seen from the Perspective of the Online Media*, International Journal of Economic Practices and Theories, Vol. 4, No. 5, 2014, Special issue on Marketing and Business Development, pp. 677-689
  4. Opreș (Stănilă), M.A., Brătucu, G., Palade, A. - *The Impact of Eco-Marketing - A Quantitative Research on the Brasov's Adult Population*, International Journal of Economic Practices and Theories, Vol. 4, No. 5, 2014, Special issue on Marketing and Business Development, pp. 711-717

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