

L I S T A

lucrărilor științifice

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A. Teza de doctorat

B. Cărți și capitole în cărți publicate

C. Lucrări indexate ISI/BDI publicate

1. Popescu, M.C., Barbu, M.C.R., Păsărin, D.L., **Sandu, V.A.**, Țiu, R.N., Rusu, M.R., & Popa, M.G. (2025). *Fan engagement and loyalty in football: The mediating role of satisfaction*. Balneo and PRM Research Journal, 16(4): 909. doi: 10.12680/balneo.2025.909. <https://bioclima.ro/Balneo909.pdf> IF – 1,100 în 2024
2. **Sandu, V.A.**, Țiu, R.N., Popescu, M.C., Popa, M.G., & Barbu, M.C.R. (2026). Stakeholder and fan engagement as an empirically validated Balanced Scorecard dimension in sports organizations. *Annals of the „Constantin Brâncuși” University of Târgu Jiu, Economy Series*, 3, - acceptat spre publicare, scrisoare de acceptare 07.05.2026..
3. Barbu, M.C.R., **Sandu, V.A.**, Țiu, R.N., Popa, M.G., Păsărin, L.D., Costin, D.E., Diaconescu, D.L., & Popescu, M.C. (2026). Cultivating the fan experience through special events. *Ovidius University Annals, Series Physical Education and Sport: Science, Movement and Health*, 25(1), 3–7. - acceptat spre publicare, scrisoare de acceptare 07.05.2026.
4. **Sandu, V.A.**, Țiu, R.N., Georgescu, O.C., Banciu, N.A., Dumitru, R., & Barbu, M.C.R. (2026). Evaluating organizational performance in sports clubs through the Balanced Scorecard: A comparative study. *Annals of the University of Craiova, Economic Sciences Series*, 54(1), - acceptat spre publicare, scrisoare de acceptare 977/15.05.2026.
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6. Popescu, M.C., Popa, M.G., Țiu, R.N., **Sandu, V.A.**, & Barbu, M.C.R. (2026). Balanced Scorecard in sports management: A strategic framework for evaluating organizational performance. *Revista Tinerilor Economisti*, 46, 50-68. <http://stat257.central.ucv.ro/rte/>
7. Barbu, M.C.R., **Sandu, V.A.**, Țiu, R.N., Dumitru, R. & Costin, D.E. (2026). Strategic management of club image during performance decline: The role of historical narrative “beautification”. *Management & Marketing*, 24(1). - acceptat spre publicare, scrisoare de acceptare 13.05.2026.
8. Popescu, M.C., **Sandu, V.A.**, Țiu, R.N., Popa, M.G., Diaconescu, D.L., Costin, D.E., & Barbu, M.C.R. (2026). The impact of sporting events on fan experience and loyalty. *Annals of the „Constantin Brâncuși” University of Târgu Jiu, Economy Series*, 2, 210-223. https://www.utgjiu.ro/revista/ec/pdf/2026-02/17_Popescu.pdf
9. Dumitru, R., Țiu, R.N., **Sandu, V.A.**, & Barbu, M.C.R. (2025). From CRM to FRM: Strategic approaches to digital fan management in romanian sports clubs. *Revista Tinerilor Economisti*, 45, 47-57. <http://stat257.central.ucv.ro/rte/>
10. Barbu, M.C.R., Dumitru, R., **Sandu, V.A.**, Popa, M.G., Diaconescu, D.L., Păsărin, L.D., Țiu, R.N., Popescu, M.C., & Costin, D.E. (2025). The dynamics of fan loyalties from the team to the superstar. *Annals of the „Constantin Brâncuși” University of Târgu Jiu, Economy Series*, 6, 511-528. https://www.utgjiu.ro/revista/ec/pdf/2025-06/51_BARBU.pdf
11. Popescu, M.C., Dumitru, R., **Sandu, V.A.**, Popa, M.G., Diaconescu, D.L., Păsărin, L.D., Țiu, R.N., & Costin, D.E. (2025). Fan experience management in the official store of Universitatea Craiova Sports Club: online and offline perspectives. *Annals of the „Constantin Brâncuși” University of Târgu Jiu, Economy Series*, 5, 85-97. https://www.utgjiu.ro/revista/ec/pdf/2025-05,%20Volumul%20I/10_Popescu.pdf
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