

L I S T A

lucrărilor științifice în domeniul disciplinelor din postul didactic

1. Teza de doctorat

Gârdan Daniel Adrian “Strategii de marketing pentru fidelizarea clienților organizației”, Academia de Studii Economice, București, 2012

2. Cărți și capitole în cărți publicate în ultimii 10 ani

1. **Gârdan D.A.** 2016, Influencing the behavior of consumers of medical services in the context of optimizing the motivation of medical personnel, University Publishing House, Bucharest, 2017, ISBN: 978-606-28-0547-0
2. **Gârdan D.A.** 2016, Marketing in sports, University Publishing House, Bucharest, ISBN: 978-606-28-0544-9

3. Lucrări indexate ISI/BDI publicate în ultimii 10 ani

1. Gârdan, I.P., Roșca, M.I., Gârdan, D.A., Andronie, M., Roșca, L.D., & Paștiu, C.A. (2025). ‘Adoption of 3D-Printed Food in Romania: Price Perception as a Key Determinant of Consumer Acceptance’. *Foods*, 14(24), 4306. <https://doi.org/10.3390/foods14244306> (WoS)
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Lucrări publicate în ultimii 10 anii în reviste și volume de conferințe cu referenți (neindexate)

- Reviste

1.

- Selecție cu maximum 20 lucrări în volume de conferințe

1. Yaneva, D., Popkochev, A., Gârdan, I.P., Andronie, M., **Gârdan, D.A.** (2023). Challenges and opportunities facing the digital transformation in business. International Conference ICESBA 2023 - TOWARDS A CARBON-NEUTRAL, CIRCULAR, AND SUSTAINABLE ECONOMY 22-23 November 2023, Bucharest, Romania. https://icesba.eu/wp-content/uploads/2023/11/Conference-Agenda-ICESBA.2023_SPEAKERS_23.11.2023.pdf, <https://icesba.eu/program/>
2. Filipova, M., Gârdan, I.P., Bondrea, A., & **Gârdan, D.A.** (2023). Relationship between Organizational Culture and Corporate Sustainability. International Conference ICESBA 2023 - TOWARDS A CARBON-NEUTRAL, CIRCULAR, AND SUSTAINABLE ECONOMY 22-23 November 2023, Bucharest, Romania. https://icesba.eu/wp-content/uploads/2023/11/Conference-Agenda-ICESBA.2023_SPEAKERS_23.11.2023.pdf, <https://icesba.eu/program/>
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