F17 - Memoriul ştiinţific al studentului doctorand

MEMORIU ŞTIINŢIFIC
Student - doctorand CIOTEA (Arsene) Mariana

Studii de doctorat

Perioada: **octombrie 2020-septembrie 2025**
Conducător ştiinţific: **Prof. dr. habil. Dana Corina DESELNICU**
Domeniu: **Inginerie şi management**
Titlul tezei de doctorat: ***Strategii de marketing pentru creşterea performanţei în perioadă de criză economică***

Activitate ştiinţifică

A. Lista de lucrări ştiinţifice (articole în reviste sau volume)

A1. Articole în reviste indexate ERIH+:

1. Arsene, M., Deselnicu, D. C., Arsene, S. Haddad. S.; *The impact of strategic flexibility in the pharmaceutical insustry*; FAIMA Business & Management Journal, Volume 13, Issue 3, 2025, Editura POLITEHNICA Press, pp. 13-20, ISSN 2344-4088; ISSN-L 2344-4088.
2. Piersinaru, M. G., Deselnicu, D. C., Arsene, M.; *Digitalization and Governance of Environmental Performance in the Public Sector: A Romania & Croatia Comparative Analysis*; FAIMA Business & Management Journal, Volume 14, Issue 1, 2026, Editura POLITEHNICA Press, pp., ISSN 2344-4088; ISSN-L 2344-4088.

A2. Articole în volumele unor conferinţe indexate Wos:

1. Arsene, M., Deselnicu, D.C., Arsene, S., Bulboaca, R.; *Multichannel marketing in the romanian pharmaceutical industry: a pre-, during, and post-COVID-19 comparison*; Proceedings of The 19th International Conference on Business Excellence, Leading Change in Disruptive Times, March, 2025 Bucharest Volume 19 Issue 1 Page 4848 – 4859; ISSN:2502-0226. eISSN: 2558-9652, anul publicării 2025, WoS: 001543115000019.DOI: https://doi.org/10.2478/picbe-2025-0369

A3. Articole în volumele unor conferinţe indexate BDI:

1. Arsene, M., Deselnicu, D. C., Arsene, S.; The importance of KPIs on pharmaceutical marketing effectiveness; Proceedings of the 12th International Conference of Management and Industrial Engineering, Bucharest, 2025, pp.699-706, ISSN 2344-0937 ; ISSN_L 2344-0937, anul publicări 2025. DOI: https://doi.org/10.56177/12icmie2025.212.
2. Arsene, M., Deselnicu, D. C., Arsene, S. *The impact of strategic planning on organizational performance in context of the COVID- 19 pandemic*; Proceedings of The 10th International Conference on Management and Industrial Engineering (ICMIE 2021)-Business Change and Digital Transformation in a World Moving Through Crisis, November, 2021 Issue. 10 Page 492-500, Available at: https://www.proquest.com/conference-papers-proceedings/impact-strategic-planning-on-organizational/docview/2765348192/se-2.

Student-doctorand
Ing. CIOTEA (Arsene) Mariana