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Gradul didactic: Lector universitar
Instituția unde este titular: Universitatea Lucian Blaga din Sibiu
Facultatea: de Științe Economice
Departamentul: Management, Marketing și Administrarea afacerilor

L I S T A

lucrărilor științifice în domeniul disciplinelor din postul didactic

A. Teza de doctorat

Modele, metode și tehnici ale marketingului relațional utilizate în cadrul pieței companiilor distribuitoare de carburant, Marketing – ASE București, 2013

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

1. *Cercetare directă privind eficiența utilizării lanțului valorii de către companiile ce practică marketingul relațional ca filosofie de conducere a afacerii*, Editura Universității Lucian Blaga din Sibiu, ISBN - 978-606-12-1039-8, 2015, 116 pagini.
2. *Marketing relațional - abordare teoretică și instrumentală*, Editura Pro Universitaria, ISBN - 978-606-26-0057-0, 2014, 268 pagini .

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

ISI

1. Șerban, R.A., Mihaiu, D.M., Țichindelean, M., (2022), *Environment, Social, and Governance Score and Value Added Impacts on Market Capitalization: A Sectoral-Based Approach*, *Sustainability*, Nr. 14(4), ISSN – 2071-1050, pg. 1 – 25.
2. Țichindelean, M., Țichindelean M-T., Cetină, I., Orzan, Gh., (2021), *A Comparative Eye Tracking Study of Usability – Towards Sustainable Web Design*, *Sustainability*, ISSN – 2071-1050, Nr. 13(18), pg. 1 – 31.
3. Mihaiu, D.M., Șerban, R.A., Opreana, A., Țichindelean, M., Brătian, V., (2021), *The Impact of Mergers and Aquisitions and Sustainability on Company Performance in the Pharmaceutical Sector*, *Sustainability*, Nr. 13(12), ISSN – 2071-1050, pg. 1 – 24.
4. Cetină, I., Dumitrescu, L., Țichindelean, M., Opreana, A., (2015), *Relationship Marketing - Empirical Evidence from the Romanian Petrol Filling Station Market*, *Journal of Economic Computation and Economic Cybernetics Studies and Research*, Nr. 3, Vol. 49/2015, ISSN 0424-267X, pg. 41 – 57.
5. Țichindelean, M.-T., Cetină, I., Țichindelean, M., Rădulescu, V., (2019), *Usability of Banking Website – an Eye-Tracker Study*, *Journal of Economic Computation and Economic Cybernetics Studies and Research*, Nr. 4, Vol. 53/2019, ISSN 0424-267X, pg. 127 – 142.

BDI

6. Tartarin, T., Țichindelean, M., Haaker, T., (2020). *Effects Of Covid-19 On Business Models In Romania And The Netherlands, A Digitalization Perspective*. *Studies in Business and Economics*, 15(3), 115-131.
7. Țichindelean, M., Mihaiu D.-M., Opreana, A., Tileagă, C., (2020). *Estimating the Demand for New Destinations for a Regional Airport based on its Catchment Area*. *Studies In Business & Economics*, 15(2).
8. Opreana, A., Țichindelean, M., Mihaiu D.-M., Tileagă, C., *Forecasting Passenger Traffic for a Regional Airport*. *Studies in Business & Economics*, 14(2).

9. Țichindelean, M.-T., Cetină, I., Țichindelean M., (2019). *Studying the User Experience in Online Banking Services: an Eye-Tracking Application. Studies in Business & Economics*, 14(2).
10. Dumitrescu, L., Țichindelean, M., Țichindelean, M.-T., (2017). *An Analysis of the Marketing Scientific Research in Romania. Revista Economică*, 69(5).
11. Dumitrescu, L., & Țichindelean, M. (2016). *Cercetarea valorii percepute a consumatorilor-contextul unei librării. Romanian Journal of Marketing*, (3), 12.
12. Țichindelean, M., (2015). *Relationship Marketing – a Client Relationship Lifecycle Perspective – Theoretical Considerations on the Client Regaining Phase. Revista Economica*, 67(5), 116-124.
13. Tichindelean, M., (2015). *The Influence of Marketing Communication on the Consumer's Buyer Behavior—A Relationship Marketing Approach. Studies in Business and Economics*, 10(1), 140-145.
14. Țichindelean, M., Beca, M.-T. (2015). *How brand personality influences consumer's brand preference. Вісник Київського національного університету ім. Тараса Шевченка. Серія: Економіка*, (6 (171)).
15. Țichindelean, M., (2015). *Relationship Marketing – a Client Relationship Lifecycle Perspective – Theoretical Considerations on the Client Acquisition and Retention Phase. Revista Economică*, 67(2).
16. Vinerean, S., Opreana, A., & Țichindelean, M., (2014). *Analyzing Consumer Engagement Programs from the Perspective of a Qualitative Research of Marketing Executives. Procedia Economics and Finance*, 16, 621-630.
17. Tichindelean, M., (2013). *Models Used for Measuring Customer Engagement. Expert Journal of Marketing*, 1(1), 38-49.
18. Vinerean, S., Cetină, I., Dumitrescu, L., & Țichindelean, M. (2013). *The Effects Of Social Media Marketing On Online Consumer Behavior. International Journal of Business and Management*, 8(14), 66.
19. Cătoiu, I., Țichindelean, M., (2013). *Using Discriminant Analysis in Relationship Marketing. Annales Universitatis Apulensis: Series Oeconomica*, 15(2), 727.
20. Dumitrescu, L., Stanciu, O., Țichindelean, M., Vinerean, S., (2013). *Achieving Employee Satisfaction by Pursuing Sustainable Practices. Studies in Business & Economics*, 8(1).
21. Țichindelean, M., Vinerean, S., (2013). *Motivation and Motives – Driver and Reason of Consumer's Buying Behavior. Revista Economica*, 65(3).
22. Vinerean, S., Cetină, I., Dumitrescu, L., Țichindelean, M., (2013). *Modelling Employee Engagement in Relation to CSR Practices and Employee Satisfaction. Revista Economica*, 65(1), 21-37.
23. Dumitrescu, L., Țichindelean, M., Vinerean, S. (2013). *Using Factor Analysis in Relationship Marketing. Procedia Economics and Finance*, 6, 466-475.
24. Dumitrescu, L., Țichindelean, M., Vinerean, S., (2012). *Discovering Social Media Behavior Patterns in Order to Improve the Marketing Strategy in the Current Chaotic Environment. Revista Economica*, (3), 151-156.
25. Dumitrescu, L., Stanciu, O., Țichindelean, M., Vinerean, S., (2012). *The Use of Regression Analysis in Marketing Research. Studies in Business & Economics*, 7(2).
26. Cătoiu, I., Țichindelean, M., (2012). *Relationship Marketing – Theoretical Consideration. Annales Universitatis Apulensis Series Oeconomica*, 14, 2.
27. Dumitrescu, L., Stanciu, O., Țichindelean, M., Vinerean, S., (2012). *Researching the Students Cognitive Space—A Relevant Phase in the Holistic Approach of the Higher Education Institutions Management. Far East Journal of Psychology and Business*, 7(3), 26-36.
28. Dumitrescu, L., Stanciu, O., Țichindelean, M., Vinerean, S., (2012). *The Importance of Establishing Customer Experiences. Studies In Business And Economics*, 7(1), 56-61.
29. Dumitrescu, L., Țichindelean, M., & Vinerean, S. (2012). *Measuring the Dependence of Psychological and Behavioural Effects within the Value Chain Analysis. Romanian Journal of Marketing*, (1).

D. Lucrări publicate în ultimii 10 anii în reviste și volume de conferințe cu referenți (neindexate)

• Selecție cu maximum 20 lucrări în volume de conferințe

1. Tartarin, T., Haaker, T., Tichindelean, M., Ly, P. T. M., & Riaz, A. (2020). *Covid-19 Impact on Business Models and Business Practices: Results from an International Online Survey. ICFE 2020*, 2.
2. Tartarin, T., Țichindelean, M., Haaker, T., (2020). *Effects of COVID-19 on Business Models in Romania and The Netherlands, a Digitalization Perspective, IECS 2020, Sibiu*
3. Țichindelean, M.-T., Cetină, I., & Țichindelean, M. (2018). *Neuromarketing Services: an Analysis of International Specialists' Experience. In Proceedings of the 12th International Management Conference* (pp. 807-816).

4. Țichindelean M.-T., Țichindelean M., (2016). *A Study of Immigration Perception an the Influence of Information Sources pn the Perception Formation Process, Proceedings - Understanding and Tackling the Migration Challenge: Mapping Options for a Resilient Approach, Sibiu, http://grants.ulbsibiu.ro/migration/conference_program.pdf*
5. *Using Factor Analysis in Relationship Marketing, Proceedings of International Economic Conference of Sibiu 2013 - Post Crisis Economy: Challenges and Opportunities, IECS 2013, Sibiu.*

Data: 06.05.2022

Semnătura:

A handwritten signature in blue ink, appearing to read 'Tichindelean'.