

## Informații suplimentare:

### A. Cărți și capitole în cărți de specialitate sau volume colective: 13, dintre care cele mai relevante:

1. Herciu Mihaela, Ogorean Claudia, *Integrating Holistic Marketing into the Stakeholder Management Approach*, The Palgrave Handbook of Managing Continuous Business Transformation, pp. 513-532, 978-1-137-60227-5, 2017
2. Ogorean Claudia, Herciu Mihaela, Ethical and Social Perspectives on Global Business Interaction in Emerging, cap. 1, *CSR Strategies in Emerging Markets: socially responsible decision making processes and business practices for sustainability*, IGI-Global, pp. 1-24, ISBN: 9781466698642, 2018
3. Herciu, Mihaela, *Business international competitiveness: determinants, challenges, constraints*, Ed. ULBS, 197 pp., ISBN: 978-606-12-1140-1, 2015
4. Ogorean Claudia, Herciu Mihaela, Global Enterprise Management, Capitolul 5, *A dynamic model for the Global corporation: the triad network-coevolution-competitiveness*, Editor. Angelo Camilo, Ed. Palgrave, pp. 79-98, ISBN: 978-1-137-42958-2, 2015
5. Herciu, Mihaela, Studii și cercetări privind impactul globalizării asupra structurii și dinamicii economiilor, capitol *Competitivitatea internațională a economiei naționale: analize, experiențe, perspective*, Ed. Academia Romana, ISBN: 978-973-27-2290-9, 978-973-27-2295-4, 2013.
6. Ogorean Claudia, Herciu Mihaela, The Economic Geography of Globalization, Capitolul 2: *Strategic management between the constraints and incentives of globalization – the role and contribution of business ethics and corporate social responsibility*, Editor Piotr Pachura, Ed. InTech, pg. 264:21-38 ISBN: 978-953-307-502-0, 2011

### B. Articole publicate ca autor sau coautor în reviste cotate ISI sau BDI: 71, dintre care cele mai relevante sunt:

1. Ogorean, Claudia, Herciu, Mihaela. "Romania's SMEs on the Way to EU's Twin Transition to Digitalization and Sustainability" *Studies in Business and Economics*, vol.16, no.2, 2021, pp.282-295. <https://doi.org/10.2478/sbe-2021-0040>
2. Ogorean Claudia, Herciu Mihaela, *Business Models Addressing Sustainability Challenges-Towards a New Research Agenda, Sustainability*, Vol. 12, issue 9, DOI: 10.3390/su12093534, 2020.
3. Herciu Mihaela, Ogorean Claudia, *A model for measuring national global performance and analyzing its determinants – the case of Romania*, Romanian Journal of Economic Forecasting, Vol 14, issue 4, pp. 163-177, 2011, revistă cotate ISI, Social Science Citation Index (ISI Web of Science), [http://www.ipe.ro/rjef/rjef4\\_11/rjef4\\_2011p163-177.pdf](http://www.ipe.ro/rjef/rjef4_11/rjef4_2011p163-177.pdf)
4. Herciu Mihaela, Ogorean Claudia, Belascu Lucian, *Culture and national competitiveness*, African Journal of Business Management Vol.5 (8), pp. 3056-3062, 18 April 2011, revistă cotate ISI, Social Science Citation Index (ISI Web of Science), <http://www.academicjournals.org/ajbm/PDF/pdf2011/18Apr/Mihaela%20et%20al.pdf>
5. Herciu Mihaela, Ogorean Claudia, *Interrelations between competitiveness and responsibility at macro and micro level*, în Management Decision, Vol. 46, nr. 8, pp. 1230-1246, 2008, ISSN: 0025-1747, revistă cotate ISI, Social Science Citation Index (ISI Web of Science) DOI: 10.1108/00251740810901408, <http://www.emeraldinsight.com/Insight/viewContainer.do;jsessionid=62065594C29F6A11B3AC0C89788E439B?containerType=Issue&containerId=6013387>
6. Ogorean Claudia, Herciu Mihaela, Belașcu Lucian, *Searching new paradigms in a globalized world: business ethics as a management strategy*, în Journal of Business Economics and Management, nr.2 (9), pp. 161-165, 2008, ISSN: 1611-1699, revistă cotate ISI, Social Science Citation Index (ISI Web of Science) DOI: 10.3846/1611-1699.2008.9.161-165, <http://www.jbem.lt/lt/1/NR/13209#10>.
7. Ogorean, C., & Herciu, M. (2020). *Digital Transformation of Centru Region–Romania. Needs Assessment*. Studies in Business and Economics, 15(2), 270-281.
8. Herciu, Mihaela, *ISO 26000 – An Integrative Approach of Corporate Social Responsibility*. Studies in Business and Economics, 11(1), 73-79, 2016
9. Herciu, Mihaela, Ogorean Claudia, *Wealth, competitiveness and intellectual capital – sources for economic development*, Procedia Economics and Finance, 27, pp. 556-566, 2015 ScienceDirect,
10. Herciu Mihaela, *A synergistic approach of cross-cultural management and leadership style*, Journal of International Studies, nr. 7 (2), pp. 106-115, ISSN: 2306-3483 (Online), 2071-8330 (Print), 2014
11. Herciu, Mihaela, Ogorean, Claudia, *An overview on European Union sustainable competitiveness*, Procedia Economics and Finance, indexat Sciedirect, RePEc, pp. 651-656, 2014.

### C. Articole / studii publicate în volumele conferințelor internaționale desfășurate în țară sau străinătate (cu ISSN sau ISBN)

1. Herciu, M. (2018). *Sustainability and profitability can coexist*. In Economic and Social Development (Book of Proceedings), 35th International Scientific Conference on Economic and Social, ISSN 1849-7535 (p. 571-584), [file:///C:/Users/Mihaela/Downloads/Book\\_of\\_Proceedings\\_esdLisbon2018\\_Online%20\(1\).pdf](file:///C:/Users/Mihaela/Downloads/Book_of_Proceedings_esdLisbon2018_Online%20(1).pdf)
2. Herciu, M. (2018). *Market Capitalization, Enterprise Value And Brand Value Of The Worlds Most Reputable Companies*. In Economic and Social Development, 27th International Scientific Conference on Economic and Social, ISSN 1849-7535 (p. 420-428). [file:///C:/Users/Mihaela/Downloads/Book\\_of\\_Proceedings\\_esd\\_Rome\\_2018\\_Online%20\(1\).pdf](file:///C:/Users/Mihaela/Downloads/Book_of_Proceedings_esd_Rome_2018_Online%20(1).pdf)
3. Ogorean, Claudia, Herciu, Mihaela, *Challenges of the Complex Global Economy on the Networked Modern Enterprise*, 6th International Scientific Conference on Economic and Social Development and 3rd Eastern European ESD Conference: Business Continuity, Vienna, 24-25 April, 2014, ISBN 978-953-6125-10-4, pp., 442-451, [http://www.esd-conference.com/Book\\_of\\_Proceedings\\_esd\\_Vienna\\_2014.pdf](http://www.esd-conference.com/Book_of_Proceedings_esd_Vienna_2014.pdf)

4. Herciu Mihaela, Ogorean Claudia - *Evaluation of firms financial performance and competitiveness: evidences for automotive industry*, 9th International Scientific Conference Financial Management of Firms and Financial Institutions, Ostrava, Cehia, [http://www.ekf.vsb.cz/frpfi/en/Conference\\_proceedings/](http://www.ekf.vsb.cz/frpfi/en/Conference_proceedings/), 2013, ISBN 978-80-248-3172-5, pp. 234-241
5. Ogorean Claudia, Herciu Mihaela - *Challenges and opportunities for foreign direct investments and multinational enterprises within the framework of the new development paradigm*, XV Congress of The World Economy Society. 5-7 June 2013, SANTANDER, Spain. Actas/Proceedings, 2013, ISBN: 978-84-695-7647-2, pp. 43-50
6. Herciu, Mihaela, *Models for measuring international competitiveness: a literature review*, 18th International Economic Conference IECS 2011, Sibiu, 19-20 May 2011, publicată în volum („Lucian Blaga University Publishing House, Sibiu, ISBN 987-973-739-987-8, pp. 153-159)
7. Herciu, Mihaela, Ogorean, Claudia, Belascu, Lucian, *A Behavioral Model of Management – Synergy between Triple Bottom Line and Knowledge Management*, Proceedings of 14<sup>th</sup> International Business Research Conference, Dubai, UAE, Editor: Mr. Tanzil Hoque, World Business Institute, Australia, 2011 ISBN: 978-0-9804557-6-2, 9 pp, <http://www.wbiconpro.com/475-Mihaela.pdf>
8. Herciu, Mihaela, Ogorean, Claudia, Belascu, Lucian, *A DuPont analysis of the 20 most profitable companies in the world*, ICBER 2010, Malaysia, proceeding indexat in baze de date IEEE Catalog Number CFP1051M-PRT, ISBN: 978-1-4244-9547-4, pp. 45-48. <http://www.icif.org/icif10.toc.pdf>
9. Herciu, Mihaela, Ogorean, Claudia, Belascu, Lucian, *Measuring firm competitiveness: synergy between tangible and intangible assets*, publicată în Proceeding-ul Conferinței Global Management 2010, Oviedo, Spania, 08-10 november 2010, organizată de International Association for the Scientific Knowledge, pp. 463-470, ISBN: 978-989-8295-01-9, <http://www.iask-web.org/toc-gm10.pdf>
10. Herciu, Mihaela, Ogorean, Claudia, Belascu, Lucian, *Study regarding the impact of the growing involvement of multinationals from emerging economies on the dynamics of competitiveness*, The 15th Annual Cambridge International Manufacturing Symposium „Innovation in global manufacturing - New models for sustainable value capture,, IFM Centre for International Manufacturing, University of Cambridge, 23-24 September 2010, Moller Centre, Cambridge, UK, ISBN 987-1-902546-90-2, pp. 235-247

#### D. Granturi/proiecte câștigate prin competiție

1. Herciu Mihaela, 2021-2024, Responsabil proiect component, Proiectul de dezvoltare instituțională PFE-CDI intitulat Dezvoltarea de tehnologii noi și emergente în contextul stimulării cercetării de excelență în ULBS (TEHNE), valoare 6.634.000 lei, <https://grants.ulbsibiu.ro/tehne/ro/>
2. Herciu Mihaela, 2018, Proiect de mobilitate a cercetătorilor, UEFISCDI cod: PN-III-P1-1.1-MC-2018-1329, valoare 5258,56 lei.
3. Herciu Mihaela, 2017, Proiect de mobilitate a cercetătorilor, UEFISCDI cod: PN-III-P1-1.1-MC-2017-1464, valoare 5238,76 lei.
4. Herciu Mihaela, 2017, Proiect de mobilitate a cercetătorilor, UEFISCDI cod: PN-III-P1-1.1-MC-2017-0349, valoare 5519,3 lei.
5. Herciu, Mihaela, Management Committee SM, Denumirea proiectului: *The Emergence of Southern Multinationals and their Impact on Europe*, proiect internațional, COST (European Cooperation in the field of Scientific and Technical Research) Action IS0905, perioada de derulare: 21.01.2010-24.05.2014, valoare totala: 52 mill EUR, [http://w3.cost.eu/index.php?id=234&action\\_number=IS0905](http://w3.cost.eu/index.php?id=234&action_number=IS0905)
6. Herciu, Mihaela, Director proiect, 2008-2011, *Determinarea impactului societății bazate pe cunoaștere asupra competitivității firmei viitorului și valorificarea acestuia prin construirea unui model comportamental coerent de management*, cod. CNCISIS 273/2008, valoare 165.178 lei, câștigat prin competiție, PN II/2008, proiect de cercetare exploratorie, <http://www.cncsis.ro/UserFiles/File/proiecte%20propuse%20spre%20finantare/stiinte%20economice.pdf>
7. Herciu, Mihaela, membru, *Convergența economică și rolul cunoașterii în condițiile integrării în UE*, Proiect CEEX – Modulul 1, cod MEC 7480, 2006-2008, Faza I, Tema de cercetare: *Rolul TIC în realizarea convergenței economice în contextul cerințelor societății bazate pe cunoaștere*, <http://convergenta.ince.ro>, director: acad. Aurel Iancu.
8. Herciu, Mihaela, membru, *Evaluarea și cuantificarea impactului corupției asupra strategiei competitive a firmei*, Faza II, grant CNCISIS, nr. 26/2007, competiția 2007, Tip At, câștigat prin competiție națională, <http://eccsf.ulbsibiu.ro>, director: Ogorean Claudia.
9. Herciu, Mihaela, director financiar, Contract nr. 4/02.2007, *ATLAS Winter University 2007 – Tourism and culture: Unity in diversity*, proiect internațional, obținut prin competiție, desfășurat sub egida ATLAS (The Association for Tourism and Leisure Education – [www.atlas-euro.org](http://www.atlas-euro.org)), valoare proiect 151200 RON; Tema de cercetare: Managementul orașelor turistice, 2007.
10. Herciu, Mihaela, Membru, *Evaluarea strategiilor de management al riscurilor în companiile românești. Recomandări de politici de creștere a competitivității în perspectiva post-aderare*, coordonator: prof. Munteanu Gurgu Constantin, Academia de Studii Economice București, cod MEC: 4932, Programul CEEX, competiția 2006, Modulul I, Proiecte de cercetare – dezvoltare complexe.

#### E. Recunoașterea realizărilor științifice și profesionale:

- *Indici Hirsh*  
 Google Scholar 15: 687 citări  
 ResearcherID Publons WoS 6: 89 citări, <https://publons.com/researcher/1184795/mihaela-herciu/>
- *Recenzor reviste cotate ISI și BDI, printre care:* Management Decision, Journal of Management and Organization, Sustainability, Social Indicators Research, South African Journal of Economic and Management Sciences, African Journal of Business Management, Sage Open, PlosOne, Behaviour & Information Technology, Academy of Management 2017 Annual Meeting, International Journal for Human Resources Management, Journal of Environmental Planning and

Management, Asian Social Science, Family Medicine and Community Health, Journal of Political Marketing, International Business and Accounting Research Journal, Journal of International Business and Cultural Studies, World Review of Business Research, Contemporary Issue in Theory and Practice of Management, CITPM, POLAND

- Co-Editor Studies in Business and Economics, revistă indexată WOS, ESCI, JCI.

**Data:**  
**Mai 2022**

**Semnătura:**

A handwritten signature in blue ink, appearing to read 'L. L. L.', with a long horizontal stroke extending to the right.