

LISTA PUBLICAȚIILOR REPREZENTATIVE

- (1) **Terchilă Sorin**, “*THE FUTURE OF ENTREPRENEURSHIP: STRATEGIC APPROACHES FOR BUSINESS ADAPTATION IN A CHANGING GLOBAL ENVIRONMENT. FROM RISKS TO OPPORTUNITIES*”, Studies in Business and Economics, Volume 20, Issue 1, pp. 263-280, ISSN 1842-4120, 2025
- (2) **Terchilă Sorin**, “*Integrating CSR in External Communication Strategies: Economic and Social Impact.*”, Advancements in Sustainable Development, Springer, Cham. https://doi.org/10.1007/978-3-031-86337-0_8, 2025
- (3) **Terchilă Sorin**, “*The Role of External Communication in the Public and Private Sectors within the European Union. Impact on Business Owners, Clients and Communities*”, The 19th International Conference on Business Excellence – Leading Change in Disruptive Times – ICBE, The Bucharest University of Economic Studies, Faculty of Business Administration in Foreign Languages (FABIZ), Bucharest, 2025. (acceptată pentru publicare)
- (4) **Terchilă Sorin**, “*TRANSFORMING COMPANIES AND ADAPTING TO THE NEW GLOBAL CONTEXT. PERSPECTIVES, CHALLENGES AND OPPORTUNITIES*”, Revista Economică, ISSN 1582-6260, Volumul 75, Issue 4, pp. 82-93, ULBS, 2023
- (5) **Terchilă Sorin**, “*THE POWER OF EFFECTIVE COMMUNICATION. STRATEGIES, TECHNIQUES AND CHANGES IN BUSINESS COMMUNICATION*”, Revista Economică, ISSN 1582-6260, Volumul 74, Issue 4, pp. 100-108, ULBS, 2022
- (6) **Terchilă Sorin**, “*The communication process within the vaccination strategy against covid-19 in Romania. Particularities and solutions with impact on the economy and society*”, Revista Economică, ISSN 1582-6260, Volumul 73, pp. 337-354, ULBS, 2021
- (7) **Terchilă Sorin**, “*Communication strategies during the pandemic period and the impact on the economy and society*”, Revista Economică, ISSN 1582-6260, Volumul 72, pp. 109-119, ULBS, 2020
- (8) **Terchilă Sorin**, “*The Activity of Mass Media Companies in Europe. The Impact Generated in Economic, Social and Politic Systems*”, IECS, Elsevier, Procedia Economics and Finance, pp. 182-189, 16 /2014
- (9) **Terchilă Sorin**, “*Training Strategy in Romanian and Multinational Companies*”, Studies in Business and Economics, Volume 6, Issue 1, pp. 109-120, ISSN 1842-4120, 2011
- (10) **Terchilă Sorin**, “*The Evolution of Advertising Market – where is advertising now and where is it going?*”, Studies in Business and Economics, Volume 5, Issue 3, pp. 294-308, ISSN 1842-4120, 2010