

Lista lucrărilor publicate

I. Cărți de specialitate, publicate la o editură din țară:

1. *Pentescu Alma*, *Marketingul serviciilor de sănătate: satisfacția pacienților*, editura Universității “Lucian Blaga” din Sibiu, ISBN 978-606-12-0863-0, 329 pg., 2014

II. Manuale:

1. Dumitrescu Luigi, Budac Camelia, Duralia Oana, *Pentescu Alma*, Țichindelean Mihai, *Marketing - curs pentru învățământul la distanță* (în format electronic), Universitatea “Lucian Blaga” din Sibiu, Facultatea de Științe Economice, 147 pg., 2015

III. Articole publicate în reviste de circulație internațională, specifice domeniului:

❖ indexate în Web of Science:

1. Horobeț Alexandra, Belașcu Lucian, Curea Ștefania Cristina, *Pentescu Alma*, *Ownership Concentration and Performance Recovery Patterns in the European Union*, Sustainability, Vol. 11, Issue 4, 2019, pp. 953, ISSN 2071-1050, indexată Scopus, SCIE și SSCI (Web of Science), GEOBASE, GeoRef, Inspec, AGRIS, RePEc, CAPus / SciFinder și în alte BDI, cu *factor de impact = 3,251 (2020)*, *factor de impact pe 5 ani = 3,473 (2020)*, DOI: 10.3390/su11040953, <https://www.mdpi.com/2071-1050/11/4/953>
2. *Pentescu Alma*, Orzan Mihai, Ștefănescu Cristian Dragoș, Orzan Olguța Anca, *Modelling patient satisfaction in healthcare*, Economic Computation and Economic Cybernetics Studies and Research, Vol. 48, No. 4/2014, ISSN 0424-267X (print) / 1842-3264 (online), pp. 153-166, indexată SCIE, SSCI, Social Scisearch, Journal Citation Reports/Social Sciences Edition (Web of Science), cu *factor de impact = 1,06 (2020)*, www.ecocyb.ase.ro/eng/Articles_4-2014/09%20-%20Pentescu%20Alma,%20Orzan%20Mihai%20%28T%29.pdf

❖ indexate în baze de date internaționale:

1. Baltador Lia Alexandra, Grecu Valentin, *Pentescu Alma*, *Using Design Thinking to Redesign the Educational Experience*, MATEC Web of Conferences, Vol. 343, 11009 (2021), 10th International Conference on Manufacturing Science and Education – MSE 2021, <https://doi.org/10.1051/mateconf/202134311009>
2. *Pentescu Alma*, Paștiu Cosmin, *Retail evolution in eastern European countries: an overview*, Book of Abstracts of the 11th International Conference The Economies of the Balkan and the Eastern European Countries in the changing world – EBEEC 2019, ISBN: 978-618-5036-35-5, Publications Propobos, p. 73 și KnE Social Sciences / Economies of the Balkan and Eastern European Countries, 2020, ISSN 2518-668X, pp. 276-285, *Conference Proceedings*, DOI 10.18502/kss.v4i1.5994, <https://knepublishing.com/index.php/KnE-Social/issue/view/195>
3. Belașcu Lucian, *Pentescu Alma*, *Modern trade patterns in Romania: a post-crisis tale*, Proceedings of the International e-conference “Enterprises in the global economy”, 2018, Filodiritto Editore, ISBN 978-88-85813-31-1, pp. 18-23, *Conference Proceedings*
4. *Pentescu Alma*, Cetină Iuliana, *Sharing economy in Romania – Is sharing the future of business?*, Revista Economică, Vol. 70, Issue 2, 2018, ISSN 1582-6260, pp. 108-119, <http://economice.ulbsibiu.ro/revista.economica/archive/70210pentescu&cetina.pdf>

5. Belașcu Lucian, **Pentescu Alma**, *Entrepreneurship in the European Union – factors of business success*, Economic and Social Development: Book of Proceedings, 2018, ISSN 1849-7535, pp. 710-716, *Conference Proceedings*, <https://www.esd-conference.com/conference/28>
6. **Pentescu Alma**, Cetină Iuliana, Oprescu Alina Elena, *Rehabilitation services in Romania – Are we on the right track?*, Revista Economică, Vol. 69, Issue 3, 2017, ISSN 1582-6260, pp. 78-84, <http://economice.ulbsibiu.ro/revista.economica/archive/69308pentescu&cetina&oprescu.pdf>
7. **Pentescu Alma**, *Millennials, Peer-to-Peer Accommodation and the Hotel Industry*, Ovidius University Annals - Economic Sciences Series, Vol. XVI, Issue 2/2016, ISSN-L 2393-3119, ISSN 2393-3127, pp. 262-267, http://stec.univ-ovidius.ro/html/anale/ENG/2016/ANALE%20vol%2016_issue_2_site..pdf
8. **Pentescu Alma**, Cetină Iuliana, Orzan Gheorghe, *Are the Romanian healthcare services competitive on the international market?*, Revista Economică, Vol. 68, Issue 5, 2016, ISSN 1582-6260, pp. 139-148, <http://economice.ulbsibiu.ro/revista.economica/archive/68512pentescu&cetina&orzan.pdf>
9. **Pentescu Alma**, Cetină Iuliana, Orzan Gheorghe, *Social media's impact on healthcare services*, Procedia Economics and Finance, Vol. 27, 2015, ISSN 2212-5671, pp. 646-651, *Conference Proceedings*, [https://doi.org/10.1016/S2212-5671\(15\)01044-8](https://doi.org/10.1016/S2212-5671(15)01044-8)
10. Budac Adriana Camelia, **Pentescu Alma**, *Promoting entrepreneurship in Romania: an impact study within recent graduates of economic sciences*, Studies in Business and Economics, Vol. 10, Issue 1, 2015, ISSN 1842-4120 (print) / 2344-5416 (online), pp. 35-46, <https://doi.org/10.1515/sbe-2015-0003>
11. **Pentescu Alma**, *Healthcare quality - a managerial approach*, Studies in Business and Economics, Vol. 9, Issue 3, 2014, ISSN 1842-4120 (print) / 2344-5416 (online), pp. 68-81, <http://eccsf.ulbsibiu.ro/RePEc/blg/journal/937pentescu.pdf>
12. Dumitrescu Luigi, Cetină Iuliana, **Pentescu Alma**, Bilan Yuriy, *Directly estimating the private healthcare services demand in Romania*, Journal of International Studies, Vol. 7, No. 3, 2014, ISSN 2071-8330 (print) / 2306-3483 (online), pp. 55-69, DOI: 10.14254/2071-8330.2014/7-3/5, http://www.jois.eu/?179,en_directly-estimating-the-private-healthcare-services-demand-in-romania
13. Dumitrescu Luigi, Cetină Iuliana, **Pentescu Alma**, *Study on employees' perception on internal marketing strategies of several Romanian companies*, European Scientific Journal (ESJ), Special Edition, Vol. 1, June 2014, ISSN 1857-7881 (print) / 1857-7431 (online), pp. 296-305, <http://eujournal.org/index.php/esj/article/view/3648>
14. Dumitrescu Luigi, Cetină Iuliana, **Pentescu Alma**, *Positioning Romania as a tourist destination based on the information from online travel guides*, Studies in Business and Economics, Vol. 9, Issue 1, 2014, ISSN 1842-4120 (print) / 2344-5416 (online), pp. 59-65, <http://eccsf.ulbsibiu.ro/RePEc/blg/journal/915dumitrescu&cetina&pentescu.pdf>
15. Cetină Iuliana, Dumitrescu Luigi, **Pentescu Alma**, *Respecting Consumer Rights and Professional Ethics: Particular Aspects of the Romanian Healthcare Services*, Proceedings of the 4th International Conference on Law and Social Order, Vol. 2, Addleton Academic Publishers, New York, ISBN 978-1-935494-70-6, pp. 129-139 și Contemporary Readings in Law and Social Justice, Vol. 6(1), 2014, ISSN 1948-9137, pp. 462-472, <https://www.ceeol.com/search/article-detail?id=132620>
16. Cetină Iuliana, **Pentescu Alma**, Dumitrescu Luigi, *Romanian healthcare market analysis – the basis of applying marketing optics at the private healthcare providers' level (Studierea pieței serviciilor medicale din România – fundamentul operaționalizării opticii de marketing*

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17. **Pentescu Alma**, Cetină Iuliana, Dumitrescu Luigi, *The Positioning of the Private Healthcare Providers in Romania – an Important Strategic Approach*, Indian Journal of Applied Research, Vol. 3, Issue 9, 2013, ISSN 2249-555X, pp. 388-390, www.theglobaljournals.com/ijar/file.php?val=September_2013_1378217110_7b801_115.pdf
18. Dumitrescu Luigi, Cetină Iuliana, **Pentescu Alma**, *Customer Satisfaction Analysis – Part of the Effectiveness Control of Customer Loyalty Management*, International Journal of Academic Research in Economics and Management Sciences, Vol. 1, Issue 6 (2012), ISSN 2226-3624, pp. 42-53, <http://www.hrmars.com/admin/pics/1282.pdf>
19. Dumitrescu Luigi, Rădulescu Violeta, **Pentescu Alma**, *Knowing Employees' Perceptions – Determinant in Creating a Successful Organizational Culture*, Revista Economică, Supliment nr. 3/2012, ISSN 1582-6260, pp. 142-150, <http://economice.ulbsibiu.ro/revista.economica/archive/suplimente/Volume3-2012.pdf>
20. Dumitrescu Luigi, Cetină Iuliana, **Pentescu Alma**, *Employee feedback – condition for their retention and loyalty (Feedback-ul de la angajați – condiție a păstrării și fidelizării acestora)*, Romanian Journal of Marketing, nr. 3/2012, editura Rosetti International, ISSN 1824-2454 (print) / 1844-6523 (online), pp. 2-19, http://www.revistademarketing.ro/?operatie=arhiva_id&arhiva_id=133
21. Dumitrescu Luigi, Cetină Iuliana, **Pentescu Alma**, *Employee Satisfaction Measurement – Part of Internal Marketing*, The Review of International Comparative Management, Vol. 13, Issue 1, 2012, ISSN 1582-3458, pp. 37-48, <http://www.rmci.ase.ro/no13vol1/04.pdf>

IV. Studii prezentate în cadrul unor manifestări științifice internaționale recunoscute (și publicate în volume cu ISSN sau ISBN):

1. **Pentescu Alma**, *How innovation, skills and quality can foster SMEs competitiveness: a Romanian success story*, The 4th International Scientific and Professional Conference KOR 2015 – Competitiveness and Sustainable Development & The 4th Danube Business Forum, Novi Sad (Serbia), 7-8 octombrie 2015, Conference Proceedings of the 4th International Conference – DBF - KOR 2015, ISSN 2335-0172, pp. 16-21;
2. Orzan Olguța Anca, **Pentescu Alma**, Orzan Mihai Cristian, *An empirical model of patient satisfaction in dermatology and its marketing implications*, The 3rd International Conference on Marketing and Business Development – MBD 2015, București, 25-27 iunie 2015, Abstracts volume of the 3rd International Conference on Marketing & Business Development, Bucharest University of Economic Studies Publishing House, ISBN 978-606-505-897-2, p. 79, <http://marketingevents.ro/mbd/documente/AbstractVolumMBD2015.pdf>;
3. Dumitrescu Luigi, Cetină Iuliana, **Pentescu Alma**, *Positioning - an important issue within the marketing policy*, The 19th International Conference “The Knowledge-Based Organization”, Sibiu, 13-15 iunie 2013, publicat în Conference Proceedings 2 – Economic, Social and Administrative Approaches to the Knowledge-Based Organization, “Nicolae Bălcescu” Land Forces Academy Publishing House, Sibiu, 2013, ISSN 1843-6722, pp. 90-96;
4. Dumitrescu Luigi, Cetină Iuliana, **Pentescu Alma**, *How to build, measure and manage brand equity*, The 20th International Economic Conference – IECS 2013 “Post Crisis Economy: Challenges and Opportunities”, Sibiu, 17-18 mai 2013, publicat în CD Proceedings of the

International Economic Conference of Sibiu - IECS 2013, Lucian Blaga University Publishing House, Sibiu, 2013, ISSN 2344-1682, pp. 556-561;

5. Dumitrescu Luigi, Rădulescu Violeta, ***Pentescu Alma***, *Knowing Employees' Perceptions – Determinant in Creating a Successful Organizational Culture*, The 19th International Economic Conference – IECS 2012 “The Persistence of the Global Economic Crisis: Causes, Implications, Solutions”, Sibiu, 15 iunie 2012, publicat în CD Conference Proceedings, Section 3: Marketing, Commerce and Tourism and a New Paradigm of Change, Sibiu, 2012, ISBN 978-606-12-0323-9, pp. 230-239;
6. Dumitrescu Luigi, Cetină Iuliana, ***Pentescu Alma***, Fuciu Mircea, *Customer Satisfaction – Premise in Gaining Customer Loyalty*, The 18th International Conference “The Knowledge-Based Organization”, Sibiu, 14-16 iunie 2012, publicat în Conference Proceedings 1 – Management and Military Sciences, “Nicolae Bălcescu” Land Forces Academy Publishing House, Sibiu, 2012, ISSN 1843-6722, pp. 483-488.