

Lista de lucrări

A) Lista 10 lucrări relevante:

1. Adina Letitia Negrusa, Valentin Toader, Rozalia Veronica Rus and Smaranda Adina Cosma, *Study of Perceptions on Cultural Events' Sustainability*, Sustainability 8(12):1269 · December 2016, DOI: 10.3390/su8121269 (**Impact factor 1.343 (2015)**)
2. Monica Maria Coroş, Adina Letiția Negrușă, Andrada Ioana Popa, *Study Regarding the Solutions for Sustainable Tourism Development in Sighisoara*, Journal of Environmental Protection and Ecology, Vol. 17, No 4, pp. 1452-1463 (2016) (**Impact Factor 0.734(2015)**)
3. Coros, Monica Maria, Negrusa, Adina Letitia, *Analysis of Romania's and Transylvania's Tourist Supply Development and Performance*/Analiza evolutiei si a performantelor ofertei turistice din România si din Transilvania, Amfiteatrul Economic, Volum: 16, nr. Special 8/2014, (**Impact Factor: 0.76**). 11/2014; XVI(8):1312.
4. Adina Letiția Negrușă, Valentin Toader, Aurelian Sofică, Mihaela Filofteia Tutunea and Rozalia Veronica Rus, *Exploring Gamification Techniques and Applications for Sustainable Tourism*, Sustainability 2015, 7, 11160-11189; doi:10.3390/su70811160, (**Impact Factor: 1.343 (2015)**)
5. Cosma, S., Bota, M., Fleșeriu, C., Negrușă, A., Toader, V. and Rus, R.V., 2016. *Some Considerations Regarding Motivations and Overall Perceptions on Film Festivals*. Amfiteatru Economic, 18(Special Issue No. 10), pp. 929-943 (**Impact factor 0.564 (2015)**)
6. Negrusa Adina Letitia , Rus Rozalia Veronica, Sofica Aurelian, *Innovative Tools Used by Business Networks and Clusters in Communication*, Proceedings of the 2nd International Conference on Strategic Innovative Marketing (IC-SIM 2013), Ed. Procedia - Social and Behavioral Sciences Volume 148,2014, pp. 588-595, doi:10.1016/j.sbspro.2014.07.084.
7. Negrușă, Adina Letiția, Rus, Rozalia Veronica ,Toader, Valentin, *Instruments for developing network/cluster*, International Journal of Business and Management Studies, indexată în Ulrich's, Cabells, ProQuest, ISSN: 2158-1479, Vol2(2), 2013, pp. 45–54.
8. Negrusa Adina-Letitia, Yolal Medet, Rus Rozalia-Veronica, *Investigation of innovation process in urban hotels: evidence from Cluj-Napoca*, Studia Universitatis Babeş-Bolyai. Negotia, Categ CNCSIS B+, indexată în EBSCO, Doaj, REpec, Nr. 4/2012, pp. 39-52,
9. Negrusa Adina, Cosma Smaranda, Gica Oana, (2009), *Analysis of the main Romanian cultural tourism products*, ISI Proceeding Recent Advances in Cultural Heritage and Tourism, WSEAS Press, 2009, ISBN: 978-960-474-103-8, pp. 51-56.
10. Adina Negrusa, Oana Gica,(2008) *Analysis of the potential SMEs role for developing tourism in Transylvania*, Studia Negotia, Universitatea Babeş-Bolyai anul LIII nr.2., 2008 ISSN – 1224-8738, pg.3-17, Indexata CEEOL, RePec, Cabell's

B) Teza de doctorat: *Analiza retrospectiva si prospectiva a stilului, filosofiei si bazelor culturale ale managementului japonez*

C) Lista de cărți și capitole în cărți:

1. Gh. Ionescu, Andrei Toma, Adina Ionescu – *Bazele Managementului, Funcțiile Managementului*-Editura Mirador Arad, 1997,(contribuție proprie capitolele: planificare și leadership), ISBN 973- 9284-25-6.
2. Emil Cazan, Gh. Ionescu, Adina Negrușa - *Modelarea și optimizarea deciziilor manageriale*-Editura Dacia, Cluj-Napoca, 1999,(contribuție personală capitolele: Modelarea deciziilor monoatribut și Modelarea secvențială multiatribut), ISBN 973-35-0950-7.
3. Gh. Ionescu, Emil Cazan, Adina Negrușa – *Management organizațional* – Editura Tribuna Economică, București, 2001, (contribuție personală capitolele: Leading-Motivare-Antrenare, Leadership-Influențarea eforturilor, Decizii monoatributive, Evoluția managementului, Mediul Organizațional), ISBN 973-8257-42-5
4. Emil Cazan (coordonator), Gh. Gh. Ionescu, Valentin Munteanu, Adina Letiția Negrușa – *Managementul producției*, vol.I, Editura Universității de Vest, Timișoara 2002.
5. Adina Letiția Negrușa – *Tranziția și managementul japonez*, Editura Concordia, Arad 2003, ISBN 973-7955-13-7
6. Gh. Gh. Ionescu, Emil Cazan, Adina Letiția Negrușa – *Bazele Managementului*, Editura Concordia, Arad 2003, ISBN 973-7955-15-3
7. Adina Letiția Negrușa – *Managementul firmei*, Presa Universitară Clujeană, Cluj-Napoca 2004, ISBN 973-610-272-6
8. Gh. Ionescu, Adina Letiția Negrușa – *Filozofia și cultura managementului japonez*, Editura Concordia, Arad 2004, ISBN 973-7955-19-6
9. Adina Letiția Negrușa – *Principii și concepte fundamentale în managementul organizațiilor*, Editura Alma Mater, Cluj-Napoca 2005, ISBN 973-7898-04-4
10. Adina Letiția Negrușa – *Managementul unităților hoteliere*, Editura Alma Mater, Cluj-Napoca 2006, ISBN (10) 973-7898-63-X; ISBN (13) 978-973-7898-63-0
11. Negrușa Adina Letiția, Coroș Monica – *Management general. Procesul decizional. Aplicații.*, Editura Alma Mater, Cluj-Napoca 2007, ISBN 978-973-7898-78-4.
12. Pop C., Cosma S., Negrușa Adina Letiția, Ionescu C., Marinescu N. – *Romania as a tourist destination and the Romanian hotel industry*, Cambridge Scholars Publishing, Newcastle 2007, ISBN 1-84718-268-2.
13. Negrușa Adina Letiția, Coroș Monica – *Management General*, Editura Alma Mater, Cluj-Napoca 2008, ISBN 978-606-504-027-4.
14. Negrușa Adina-Letiția, Coros Monica-Maria, carte, *Management general* (Suport de curs pentru ID), Editura EFES, Cluj-Napoca, 2008, P. 153; ISBN: 978-606-504-027-4
15. Negrușa Adina-Letiția, Coros Monica-Maria, studiu, *Theoretical Aspects Concerning National and Regional Branding Issues, Studii si cercetari economice*, Alma Mater, Cluj-Napoca, 2008, P. 194-204
16. Negrușa, A., *Management general. Principii si concepte fundamentale*, ISBN 978-973-53-0185-9, Ed. RISOPRINT, Cluj-Napoca 2009.
17. Nicolescu, O., Ionescu, Gh., Negrușa, A., *Managementul comparat international. Minidictionar de management*, ISBN , Ed. Prouniversitaria, Bucuresti 2011, 230 pagini
18. Negrușa, A., *Management general. Principii si concepte fundamentale*, ISBN 978-973-53-0185-9, Ed. RISOPRINT, Cluj-Napoca 2011.
19. Negrușa, Adina Letitia, Petrescu, Dacia Crina, Gică, Oana Adriana, Bota, Marius, Rus, Rozalia Veronica, *Perspective asupra clusterelor, inovării și bunelor practici din domeniul științelor vieții. Perspectives on Clusters, Innovation and Best Practices in Life Science*, ISBN 978-973-53-1047-9, Risoprint, Cluj-Napoca, 2013.

20. Negrusa, Adina Letitia, Valentin Toader, and Joanna Sadkowska. 2019. “Study of Connection between the Obstacles Perceived and Entrepreneurial Attitude of Students from Transylvania.” In ISEG: Proceedings of the 3rd International Conference “Inclusive and Sustainable Economic Growth. Challenges, Measures and Solutions”: Brasov, Romania, 31 May-1 June 2019, 178–83. Bologna: Filodiritto.
21. Negrusa, A. L., & Toader, V. (2020). Innovative Solutions for Sustainable Development of Rural Tourism in Central and Eastern European Areas: Types of Innovation in Tourism and Hospitality. In *New Trends and Opportunities for Central and Eastern European Tourism* (pp. 207-222). IGI Global.
22. Melo, C., Vasconcelos, S., Liberato, D., Silva, C., Amaral, P., Negrusa, A. L., ... & Fleşeriu, C. (2020, December). *Creating collaborative research opportunities at a distance: from Porto to Cluj-Napoca*. In *International Conference on Technology and Innovation in Learning, Teaching and Education* (pp. 380-388). Cham: Springer International Publishing.
23. Negrusa, A. L., & Coroş, M. M. (Eds.). (2023). *Remodelling Businesses for Sustainable Development: 2nd International Conference on Modern Trends in Business, Hospitality, and Tourism, Cluj-Napoca, Romania, 2022*. ISBN 978-3-031-19655-3, Springer Cham 2023
24. Adina Letiția Negrușă, Ioan Cristian Chifu, Oana Ruxandra Bode, *Exploring Relevant Factors Influencing Guests' Satisfaction: Case Study-4* in *Remodelling Businesses for Sustainable Development: 2nd International Conference on Modern Trends in Business, Hospitality, and Tourism, Cluj-Napoca, Romania, 2022*, Springer Proceedings in Business and Economics, Springer Cham 2023
25. Negrusa, A. L., & Coroş, M. M. (Eds.). (2024). *Sustainable Approaches and Business Challenges in Times of Crisis*: Springer Proceedings in Business and Economics, ISBN 978-3-031-48287-8 Springer Cham 2024.
26. Negrusa, A. L.. *Taste of Tradition: Examining the Connection Between Gastronomic Heritage, Cheese, and Tourism*. In *Global Perspectives on Cheese Tourism* (pp. 199-222). ISBN13: 9798369334904 IGI Global Scientific Publishing. 2025
27. Negrusa, A. L., Coroş, M. M., & Camilleri, M. A.. *Sustainable and Resilient Businesses in the Global Economy*. Springer Proceedings in Business and Economics, ISBN 978-3-031-75882-9 Springer Cham, 2025.

D) Lista de articole/ studii publicate în reviste științifice indexate

ISI Web of Knowledge:

1. Coros, Monica Maria, Negrusa, Adina Letitia, *Analysis of Romania's and Transylvania's Tourist Supply Development and Performance/Analiza evolutiei si a performantelor ofertei turistice din România si din Transilvania*, *Amfiteatrul Economic*, Volum: 16, nr. Special 8/2014, (**Impact Factor: 0.76**). 11/2014; XVI(8):1312. http://www.amfiteatruconomic.ro/temp/Abstract_EN_1358.pdf
2. Negrusa Adina Letitia, Valentin Toader, Aurelian Sofică, Mihaela Filofteia Tutunea and Rozalia Veronica Rus, *Exploring Gamification Techniques and Applications for Sustainable Tourism*, *Sustainability* 2015, 7, 11160-11189; doi:10.3390/su70811160, (**Impact Factor: 1.343**) (2015) <http://www.mdpi.com/2071-1050/7/8/11160>
3. Cosma, S., Bota, M., Fleşeriu, C., Negrusa, A., Toader, V. and Rus, R.V., 2016. *Some Considerations Regarding Motivations and Overall Perceptions on Film Festivals*, *Amfiteatru Economic*, 18(Special Issue No. 10), pp. 929-943 (**Impact factor 0.564** (2015)) <http://www.amfiteatruconomic.ro/ArticolEN.aspx?CodArticol=2578>
4. Negrusa Adina Letitia, Valentin Toader, Rozalia Veronica Rus and Smaranda Adina Cosma, *Study of Perceptions on Cultural Events' Sustainability*, *Sustainability* 8(12):1269 · December 2016, DOI: 10.3390/su8121269 (**Impact factor 1.343**) (2015) <http://www.mdpi.com/2071-1050/8/12/1269>

5. Monica Maria Coroș, Negrușă Adina Letitia, Andrada Ioana Popa, *Study Regarding the Solutions for Sustainable Tourism Development in Sighisoara*, **Journal of Environmental Protection and Ecology**, Vol. 17, No 4, pp. 1452-1463 (2016) (**Impact Factor 0.734**(2015) <http://www.jepec-journal.info/journal-content/vol-17-no-4>)
6. Toader, V., Negrușă, A. L., Bode, O. R., & Rus, R. V. (2022). *Analysis of price determinants in the case of Airbnb listings*. **Economic Research-Ekonomska Istrazivanja**, 35(1).
7. Negrușă, Adina Letiția, and Maria Cistică. "EXPLORING GENDER DISPARITIES IN LEADERSHIP STYLES WITHIN THE HOTEL INDUSTRY." **Management Research and Practice** 16.4 (2024): 5-17.
8. Kulcsár, E., & Negrușă, A.-L. (2024). *Enhancing the teaching practice of marketing concepts with literature usage-the case of Emile Zola's novel*, **Culture and Education**, 0(0). <https://doi.org/10.1177/11356405241305295>
9. Petrescu-Mag, R. M., Petrescu, D. C., Ajtai, I., Roba, C. A., Gica, O. A., Cuibus, L., Negrușă Adina Letitia, & Bican-Brișan, N. *Causes and solutions for fruit and vegetable waste: a participatory approach with Romanian farmers for sustainable agriculture*. **International Journal of Agricultural Sustainability**, 22(1), 2329391. (2024). <https://doi.org/10.1080/14735903.2024.2329391>

Baze de date internaționale:

1. Negrușă, A. L., & Bode, O. R. (2024, May). *Factors Shaping Consumers' Experiences of Whiskies Tasting—Case Study Cluj-Napoca*. In International Conference on Modern Trends in Business Hospitality and Tourism (pp. 155-169). Cham: Springer Nature Switzerland.
2. Negrușă, A. L. (2024). *A REVIEW OF GENERATIONS X AND Y WORK VALUES AND ATTITUDES ACROSS NORTH AMERICA AND EUROPE*. **Studia Universitatis Babes Bolyai-Negotia**, 69(1), 39-54.
3. NEGRUȘA, A. L., KULCSÁR, E., & BODE, O. R.. HOW THE NATIONALITY AND TYPOLOGY OF TOURISTS INFLUENCE THE LENGTH OF STAY PRIOR AND DURING PANDEMIC CONTEXT-CASE OF FULL-SERVICE HOTELS FROM MAMAIA RESORT, ROMANIA. *Scientific Papers Series Management, Economic Engineering in Agriculture & Rural Development*, 22(2) (2022).
4. Bode, O. R., Chifu, I. C., & Negrușă, A. L. (2022, May). *Factors Influencing the Tourists' Length of Stay in Romanian Mountain Areas: Case Study of 4* Hotels in Poiana Brasov Resort*. In International Conference on Modern Trends in Business Hospitality and Tourism (pp. 187-201). Cham: Springer Nature Switzerland.
5. Negrusa, A. L., & Butoi, E. (2022). The Work-Life Balance And Well-Being Of Romanian Teleworkers During Pandemic. **JOURNAL STUDIA UNIVERSITATIS BABES-BOLYAI NEGOTIA**.
6. Negrușă, A. L., & Butoi, E. (2022). Approaching telework system by Romanian employees in the Pandemic Crisis. **Ecoforum Journal**, 11(1).
7. Negrusa, A. L., & Murareanu, T. (2020). Strategic Elements For Successful Planning Of Festivals—The Case Study Of Electric Castle Festival. **JOURNAL STUDIA UNIVERSITATIS BABES-BOLYAI NEGOTIA**.
8. Negrusa, A. L., & Horea, Cristiana (2020). The impact of students' international mobility on global citizenship identity development-a theoretical approach. **Studia UBB Negotia**, 65(1), 7-25.
9. Negrușă Adina Letiția, Starcu Iulia Maria, *Strategic Features of the SMEs' innovation process: The case of food services from the Cluj-Napoca market*, **Studia Universitatis Babes-Bolyai. Negotia**, indexată in EBSCO, RePec, Cabells, ProQuest, ISSN: 1224-8738, vol 3, 2017, pp.5-24, https://ideas.repec.org/a/bbn/journal/2017_3_1_negrusa.html.
10. Negrusa Adina Letitia, Lupu Nicolae, Coroș Monica Maria, Moca Cosmin Mihai, *Destination Management Organization'S (Dmo'S) Roles, Structures And Performance – Comparative Analysis*, **Proceedings of the International Management Conference**, Faculty of Management, Academy of Economic Studies, Bucharest, Romania, vol. 11(1), pages 72-81, November, 2017, <https://ideas.repec.org/a/rom/mancon/v11y2017i1p72-81.html>.
11. NEGRUȘA, Adina Letiția; TOADER, Valentin; VIDICAN-MANCI, Liviu, *Study of Romanian Pilgrimage Tourism Products - A Cultural Behavior Approach*, **Review of International Comparative**

- Management / Revista de Management Comparat International*. 2015, Vol. 16 Issue 5, p574-590. 17p, indexată în Ulrich's, Cabells, ProQuest, EBSCO, Index Copernicus, RePec. <http://www.rmci.ase.ro/no16vol5/content-ro.html>
12. Puscas Cristina, Coros Monica, Negrusa, Adina Letitia, *Pastry Consumer Profile: An Investigation on Cluj-Napoca Market*, ***Studia Universitatis Babeș-Bolyai. Negotia***, indexată în EBSCO, RePec, Cabells, ProQuest, ISSN: 1224-8738, Vol4(LVIX), 2014, pp. 45–75. http://studia.ubbcluj.ro/serii/negotia/negotia_eval_en.html
 13. Negrusa Adina Letitia, Rus Rozalia Veronica, Toader Valentin, *Instruments for developing network/cluster*, ***International Journal of Business and Management Studies***, indexată în Ulrich's, Cabells, ProQuest, ISSN: 2158-1479, Vol2(2), 2013, pp. 45–54. <http://www.universitypublications.net/ijbms/0202/html/toc.html>
 14. Ionescu, Gh., Negrusa, A., *Elton Mayo, an Enthusiastical Managerial Philosopher*, ***Review of International Comparative Management***, Vol.1,(5), 2013, pp.671-688, indexată în Ulrich's, Cabells, ProQuest, EBSCO, Index Copernicus, RePec. <http://rmci.ase.ro/no14vol5/02.pdf>
 15. Valentin Toader, Marius Bota, Adina Negrusa, Marius Gavriletea, Mihaela Tutunea,(2013) *Networks, Clusters and Innovation in Romanian Tourism*, ***International Journal of Arts and Sciences*** 11/2013; 6(2):81-89. indexata Ulrich's, Cabell's , ProQuest, Genamics, EBSC, <http://universitypublications.net/ijas/0602/html/E3X242.xml>
 16. Negrusa Adina-Letitia, Yolal Medet, Rus Rozalia-Veronica, *Investigation of innovation process in urban hotels: evidence from Cluj-Napoca*, ***Studia Universitatis Babeș-Bolyai. Negotia***, indexată în EBSCO, Doaj, REpec, Nr. 4/2012, pp. 39-52, [file:///C:/Users/adina/Downloads/CEEOL%20Article%20\(1\).PDF](file:///C:/Users/adina/Downloads/CEEOL%20Article%20(1).PDF)
 17. Negrusa Adina-Letitia, Yolal Medet,(2012) *Cultural tourism motivation-the case of Romanian youths*, ***The Annals of the University of Oradea: Economic Studies***, 21(1):548-553, 2012, <https://ideas.repec.org/a/ora/journal/v1y2012i1p548-553.html>
 18. Yolal Medet, Negrusa Adina-Letitia,(2012) *Analysis of Cultural Tourism Motivation: The Case of turkish Students*, ***Chinese Business Review***, vol.11, no.3, March 2012, ISSN 1537-1506, pp.283-291
 19. Gica Oana Adriana , Negrusa Adina Letitia ,(2012) *SMEs and Strategic Planning Process: the Case of North-Western Region of Romania*, ***Studia Universitatis Babeș-Bolyai. Negotia***, anul LIV nr.4., 2012, ISSN – 1224-8738, pp.53-65, RepEC https://ideas.repec.org/a/bbn/journal/2012_1_4_gica.html, [file:///C:/Users/adina/Downloads/CEEOL%20Article%20\(2\).PDF](file:///C:/Users/adina/Downloads/CEEOL%20Article%20(2).PDF)
 20. Sofica Aurelian, Negrusa Adina,(2012) *Business leadership biases: androcentrism, ethnocentrism and chronocentrism*, ***Revista Economică*** Supplement No. 2/2012, pp. 346-355 , indexata DOAJ, RePec, Ulrich, <http://economice.ulbsibiu.ro/revista.economica/archive/suplimente/Volume2-2012.pdf>
 21. Negrusa Adina Letitia, Gica Oana,(2010) *ICT Adoption - A necessity fro Romanian SMEs*, ***Analele Universitatii din Oradea - Seria Stiinte Economice***, TOM XIX, 2010 -> B.D. RePec, Doaj, EBSCO, <https://ideas.repec.org/a/ora/journal/v1y2010i2p425-430.html>
 22. Negrusa Adina Letitia, Gica Oana, Gut Carmen,(2010) *Demand Influence on Tourist Accomodation Capacity Development*, ***Studia Universitatis Babeș-Bolyai. Negotia***, anul LIV nr.4., 2010, ISSN – 1224-8738, pp.RePec, DOAJ, ProQuest, CEEOL , <http://www.ceeol.com/aspx/issuedetails.aspx?issueid=ecbfa745-ce34-4ebc-8d87-edcade4456a3&articleId=eb864433-b5d1-4485-8d13-cb023bddc356>, https://ideas.repec.org/a/bbn/journal/2010_4_6_negrusa.html
 23. Ionescu Gh., Negrusa Adina Letitia,(2009) *An ethics philosophy management. The Mary Kay cosmetics case*, ***Review of International Comparative Management***,Vol. 10 No. 1 / 2009. <http://www.rmci.ase.ro/ro/no10vol1S/content.html>
 24. Negrusa Adina Letitia, One Daniela, (2009)*Japanese professional development at Makita Romania*, ***Review of International Comparative Management***,Vol. 10 No. 1 / 2009
 25. Ionescu Gh. Gh., Negrusa Adina,(2009) *Modelling and optimizing multiple attribute decisions by using fuzzy sets*, ***Revista Management & Marketing*** (2009) Vol. 4, No. 1, pp. 97-132 , RePec, CEEOL, Cabell's, EBSCO. <http://managementmarketing.ro/pdf/articole/129.pdf>
 26. Ionescu Gh. Gh., Negrusa Adina,(2009), *Mary Kay Ash, the greatest female entrepreneur in American history and business ethics*, ***Revista Management & Marketing*** (2009) Vol. 4, No. 4, pp. 35-48. , RePEc,

- CEEOL, Cabell's, EBSCO.
[http://www.managementmarketing.ro/home.php?var\[1\]=4&var\[3\]=2009&var\[2\]=162](http://www.managementmarketing.ro/home.php?var[1]=4&var[3]=2009&var[2]=162)
27. Ionescu Gh. Gheorghe, Negrusa Adina Letitia,(2009) *Some aspects about the life of greatest female entrepreneur in american history, Mary Kay Ash, Annals of Faculty of Economics*, 2009, vol. 1, issue 1, pages 47-57, Repec, EBSCO.
 28. Negrusa Adina Letitia (2009), *The romanian sme's difculties in their internationalization process* , ***Studia Universitatis Babes-Bolyai. Negotia***, LIV, 3, 2009 , pp.59-70.
https://ideas.repec.org/a/bbn/journal/2009_3_6_negrusa.html
 29. Negrusa Adina, Gheorghe Ionescu, (2009), *The Role of Internationalization Activity for the SMEs Development – Case Study for Transylvania Region, International Review of Business Research Papers*, vol.5, no.6, November 2009, ISSN 1832-9543, pp.261-268, indexata Ulrich, Cabell's
http://www.irbrp.com/previous_issue/November/2009
 30. Smaranda Cosma, Dan Cosma, Adina Negrusa, Madalina Valeanu, Grigor Moldovan, Dana Vasilescu, (2008) *Implementation of the communication system for clubfoot, Journal WSEAS Transactions on Communications*, ISSN: 1109-2742 932 Issue 9, Volume 7, pp.1109-2742. <http://www.wseas.us/e-library/transactions/communications/2008/27-1363.pdf>
 31. Negrusa, A., Cosma, S., Gică (2008), O., *SME's innovation activity: case of Transylvania region, Romania, Journal of International Business and Economics*, EBSCO, www.ejournals.ebsco.com, 2008, pag. 79-85.
 32. Gh. Gh. Ionescu, Adina Letitia Negrusa (2008), *Some Aspects about the Relationship between Productivity and Work Humanization, Timisoara Journal of Economics*, Vol 1, No 3, pp. 241-256, Indexata: Cabell's Directory; DOAJ; EBSCO; EconLit;
<http://www.tje.uvt.ro/index.php/tje/article/view/22>
 33. A Negrusa, S Cosma,(2008) *Study About The Romanian Higher Education Graduate's Perception Over The Quality Of This Process, GAZDÁLKODÁS: Scientific Journal on Agricultural Economics*, vol 51, nr.19.
 34. Adina Negrusa, Oana Gica,(2008) *Analysis of the potential SMEs role for developing tourism in Transylvania, Studia Universitatis Babes-Bolyai. Negotia*, anul LIII nr.2., 2008 ISSN – 1224-8738, pg.3-17, Indexata CEEOL, RePec, Cabell's <http://www.ceeol.com/asp/issuedetails.aspx?issueid=a014b935-c681-4315-b894-476ae4aeb6e3&articleId=8ee3fbf0-2d3d-4422-bb7d-64c3ae6c5e95>
 35. Gh. Ionescu, Adina Negrusa(2008), *Some Aspects about the Organizational Changeability Review of International Comparative Management*, vol.9, nr.4, ISSN 1582-3458, Editura ASE 2008, pg.26-43, indexata RePec, EBSCO, Ulrich, Cabell's
 36. Smaranda Adina Cosma, Adina Letitia Negrusa, Marius Bota, (2007) *Romania branding process as a tourist destination, International Journal of Business Research*, Volumul 7, nr.5 , indexata Ulrich, EBSCO. <http://www.freepatentsonline.com/article/International-Journal-Business-Research/178945808.html>
 37. Negrusa, A., Cosma, S., Bota, M.(2007), *Romanian rural tourism development. Case Study: Rural tourism in Maramures, International Journal of Business Research*, pag. 129-135, ISSN: 1554-5466.
<http://www.freepatentsonline.com/article/International-Journal-Business-Research/178900250.html>
 38. Gh.Gh. Ionescu, AL Negrusa(2007), *Leadership, Motivation and Excellence (A Comparative view), Theoretical and Applied Economics*, 2007 vol. 2(507), issue 2(507), pages 33-40, indexata EconPapers, Repec
 39. Gh.Gh. Ionescu, A Negrusa (2007), *The Study about Organizational Life Cycle Models, Review of International Comparative Management*, Vol:8 No.4, 2007.
 40. Marius Bota,Smaranda Adina Cosma, Adina Letitia Negrusa, (2007), *The European clothing industry post the agreement on textile and clothing, Studia Universitatis Babes-Bolyai. Negotia*, nr.2 pp.121-127, Indexata CEEOL, RePec,
http://econpapers.repec.org/scripts/redir.pf?u=http%3A%2F%2Ftbs.ubbcluj.ro%2FRePEc%2Fbbn%2Fjournal%2F2007_2_8_Bota.pdf;h=repec:bbn:journl:2007_2_8_bota
 41. Negrusa, A., Cosma,S.(2007), *Study about hotel industry development from Timisoara, Romania , Analele Universității din Oradea, Seria: Științe Economice*, vol. I, Secțiunea Management and Marketing, Ediție pe support CD-ROM, TOM XVI, 2007, pag. 1039-1043, ISSN-1582-5450, Indexed in

RePEc, DOAJ, http://steconomice.uoradea.ro/anale/ro_volum-2007-management-andmarketing.html,84.pdf

42. Cosma, S., Negrusa, A., Bota, M. (2007), *Comparative study of the hotel market from Cluj-Napoca and Timisoara, Romania*, *Analele Universității din Oradea, Seria: Științe Economice*, vol. I, Secțiunea Management and Marketing, Ediție pe support CD-ROM, TOM XVI, 2007, pag. 86-90
43. Negrusa, A., Cosma, S. (2006), *Perspectivile absolvenților de profil economic pe piața muncii clujene din punctul de vedere al angajatorilor*, *Revista de Management și Inginerie Economică*, Vol. 5, Nr. 1, 2006, ISSN 1583-624X, pag. 45-57, indexata EBSCO, Ulrich, Cabell's
44. Negrusa Adina (2006), *Study regarding the perception of economic faculty graduates about the profession and job perspectives*, *Studia Universitatis Babes-Bolyai. Negotia*, LI, 1, 2006, pp. 43-59
45. Ionescu Gh., Negrusa A. (2006), *Schimbare și dinamism în organizații*, *Revista de Management și Inginerie Economică*, Vol. 5, Nr. 2, 2006, ISSN 1583-624X, pag. 25-47 indexata EBSCO, Ulrich, Cabell's
46. Negrusa Adina Letitia, Ionescu Claudiu Emil, (2005) *Design implications in creating a competitive advantage for hospitality small business*, *Studia Universitatis Babes-Bolyai. Negotia* (1/2005), pp.99-108, indexata RePec, Ulrich
47. Negrusa Adina Letitia, (2004), *Is the outsourcing a tendency in the strategic management of the organizations?*, *Studia Universitatis Babes-Bolyai. Negotia* (1/2004), Issue: 1/2004, pp. 45-54
48. Ionescu Gh. Gh., Negrusa Adina Letitia, (2004), *Maintaining positive*, *Revista Management & Marketing*, Volumul 2, pp.53-62, indexata RePec, Ulrich

E).Lista publicațiilor în lucrările conferințelor internaționale

1. ***Rolul psihologiei în cercetarea consumatorilor*** (co-autor), Sesiunea de Comunicări Științifice 'Economia României între realitate și viitor', Universitatea de Vest Timisoara, 15-16 mai, 1997, Timișoara.
2. ***Aspecte privind elitismul în managementul japonez*** (co-autor), Sesiunea Științifică Aniversară a cadrelor didactice 'Invățământul economic către mileniul trei', 7-8 Mai 1998, București.
3. ***Resursele și provocările mediului***(co-autor), Simpozionul 'Economia prezent și viitor' dedicat Zilei Economistului, 27 Noiembrie 1998, Arad.
4. ***Concepția privind planificarea economiei naționale în România interbelică*** (autor), Simpozionul 'Economia prezent și viitor' dedicat Zilei Economistului, 27 Noiembrie 1998, Arad.
5. ***Aspecte privind managementul participativ***(co-autor), Simpozionul 'Economia prezent și viitor' dedicat Zilei Economistului, 27 Noiembrie 1998, Arad.
6. ***Cultura națională, cultura organizațională și managementul tranziției*** (co-autor), Simpozionul internațional de management "SIM 99", Universitatea de Vest Timișoara, 4-5 Noiembrie, 1999, Timișoara.
7. ***Aspecte privind teleworkingul și factorul uman*** (co-autor), Sesiunea anuală cu ocazia Zilei Economistului, Universitatea Creștină "Dimitrie Cantemir" Reșița, 19-20 Noiembrie, 1999, Reșița.
8. ***L'environnement culturel et la gestion international*** (co-autor), a VI-a Conferință Internațională a Rețelei PGV, 21-24 Septembrie 2000, Iași.
9. ***L'évolution des valeurs de l'affaires et la religion*** (co-autor), a VI-a Conferință Internațională a Rețelei PGV, 21-24 Septembrie 2000, Iași.
10. ***Unele aspecte privind managementul schimbării*** (co-autor), Sesiunea Jubiliară de Comunicări Științifice cu participare internațională, Arad, 27-28 Octombrie 2000.
11. ***Unele aspecte privind percepția culturii organizaționale*** (co-autor), Sesiunea Jubiliară de Comunicări Științifice cu participare internațională, Arad, 27-28 Octombrie 2000.
12. ***Unele aspecte privind cultura și atitudinile față de muncă*** (co-autor), Sesiunea Jubiliară de Comunicări Științifice cu participare internațională, Arad, 27-28 Octombrie 2000.
13. ***Modelarea deciziilor secvențiale multicriteriale*** (co-autor), Sesiunea de comunicari stiintifice dedicata Zilei economistului, Universitatea de Vest Timisoara, Universitatea "Eftimie Murgu" Resita si AGER, 23-24 Noiembrie 2001, Herculane.

14. ***Unele aspecte privind teoriile justiției sociale*** (co-autor), al V-lea Simpozion Științific “Probleme actuale macro și microeconomice în comerț și turism”, Universitatea Creștină “Dimitrie Cantemir”, Facultatea de management teoretic și comercial, Timiș, 18 Mai 2001, Timișoara.
15. ***Unele aspecte privind cultura și munca*** (co-autor), al V-lea Simpozion Științific “Probleme actuale macro și microeconomice în comerț și turism”, Universitatea Creștină “Dimitrie Cantemir”, Facultatea de management teoretic și comercial, Timiș, 18 Mai 2001, Timișoara.
16. ***The labor relations and industrial democracy in Romania*** (co-autor), V Chemnitzer Ostforum, Wirtschaftsethick in Mittel und Osteuropa, Martie 2001, Chemnitz Germania.
17. ***Unele probleme privind avantajele managementului japonez*** (autor), al IV-lea Simpozion Internațional de Management, SIM 2002 Timișoara, Universitatea de Vest Timișoara și Universitatea Politehnică Timișoara, 22-23 Februarie 2002, Timișoara.
18. ***Unele aspecte ale dezvoltării managementului japonez*** (co-autor), al IV-lea Simpozion Internațional de Management, SIM 2002 Timișoara, Universitatea de Vest Timișoara și Universitatea Politehnică Timișoara, 22-23 Februarie 2002, Timișoara.
19. ***Privilegiile și poziția managementului în Japonia*** (autor), al IV-lea Simpozion Internațional de Management, SIM 2002 Timișoara, Universitatea de Vest Timișoara și Universitatea Politehnică Timișoara, 22-23 Februarie 2002, Timișoara.
20. ***The modelling of multicriteria sequential decisions*** (co-autor), Simpozionul Internațional Economia și Managementul Transformării, Universitatea de Vest Timișoara, 11-12 Mai 2002, Timișoara.
21. ***Some aspects about relationship between marketization and democracy*** (co-autor), Simpozionul Internațional Economia și Managementul Transformării, Universitatea de Vest Timișoara, 11-12 Mai 2002, Timișoara.
22. ***Building ing the general model for the scheduling problem in the case of “n” jobs and” m machines*** (co-autor), Simpozionul Internațional Economia și Managementul Transformării, Universitatea de Vest Timișoara, 11-12 Mai 2002, Timișoara
23. ***Considerations about the Business Values Evolution and the Christian Values*** (co-autor), The VI Chemnitzer Ostforum, Wirtschaftsethick in Mittel und Osteuropa, Chemnitz, Germany 20-22 March 2003.
24. ***Unele aspecte privind atitudinile angajaților față de muncă în România*** (autor) Sesiunea de comunicări științifice a Universității “Bogdan- Vodă” Cluj-Napoca, Mai 2003
25. ***About the Romanian Business Ethics*** (co-autor), The VI Chemnitzer Ostforum, Wirtschaftsethick in Mittel und Osteuropa, Chemnitz, Germany 20-22 March 2003.
26. ***Organizația Japoneză în Tranziție*** (autor) Simpozionul Internațional – Specializare Integrare și Dezvoltare al Facultății de Științe Economice, Universitatea Babes-Bolyai Cluj-Napoca 14-15 Noiembrie 2003.
27. ***Tendențe și strategii pe piața retail din Romania***, Simpozionul ECR Academic Partnership – România, Universitatea Valahia Târgoviște 28-29 Ianuarie 2005.
28. ***Design implications in creating a competitive advantage for hospitality small business***, International Conference – Small and Medium Size Enterprises in European Economies and All Over the World, Facultatea de Business, Universitatea Babes-Bolyai Cluj-Napoca 28-29 Septembrie 2005, ISBN: 973-7898-16-8, pg. 69-79.
29. ***Managementul între Shakespeare și Peters***, Conferința Națională – Realități și acțiuni de dezvoltare economică în pragul integrării României în Uniunea Europeană, Facultatea de economie și Administrarea Afacerilor, Universitatea „Al.I.Cuza” Iași, 21-22 Octombrie 2005, ISBN: 973-670-137-9, vol 2, pg.263-278.
30. ***Study about the work perspective of economic higher education’s graduates in Cluj labor forces market***.The 3rd International Conference: The impact of Globalization on Organization Transformation the Dynamics of European and Word Economy. University of the West Timisoara, May 5-6 2006, în volumul “Economy and Transformation Management”, Editura Universității de Vest Timișoara 2006 ISSA 1842-4880, pg.120-126
31. ***Managementul resurselor umane o nouă provocare***,The Jubilee Session – 15 Years of Higher Economic Education in Oradea, University from Oradea 26-27 May 2006în curs de publicare electronică CD, în volumul „European Integration – New Challenges for Romania’s Economy cu ocazia.

32. *Noi evoluții în relațiile de angajare*, The Jubilee Session – 15 Years of Higher Economic Education in Oradea, University from Oradea 26-27 May 2006 în curs de publicare electronică CD, în volumul „European Integration – New Challenges for Romania’s Economy.
33. *The Productivity and Humanization Work*”, The International Conference Strategic Leadership in the context of the Globalization and Regionalization, June 9-10 2006 în curs de apariție în volumul: Strategic Leadership in the context of the Globalization and Regionalization, editat de Faculty of Economic Sciences and Business Administration, Babes-Bolyai of Cluj-Napoca
34. *About Job Satisfaction and Dissatisfaction*”, The International Conference Strategic Leadership in the context of the Globalization and Regionalization, June 9-10 2006 în curs de apariție în volumul: Strategic Leadership in the context of the Globalization and Regionalization, editat de Faculty of Economic Sciences and Business Administration, Babes-Bolyai of Cluj-Napoca
35. *„Study about the perception of tourists regarding Cluj-Napoca as a destination”*, 2nd International Conference „Tourism as a Meeting Ground of Cluture”, 4-6 septembrie 2006, Kodolányi János University College (Ungaria) și Faculty of Tourism and Hotel Management of the October 6 University (Egipt).
36. *„The Hotels’ Role In Promoting Local Cultural Assets – A Case Study Of Cluj-Napoca Hotels”*, 2nd International Conference „Tourism as a Meeting Ground of Cluture”, 4-6 septembrie 2006, Kodolányi János University College (Ungaria) și Faculty of Tourism and Hotel Management of the October 6 University (Egipt).
37. *„Hotel industry analysis for Cluj-Napoca, Romania”*, 4rd International Conference for Young Researchers, 2-4 octombrie 2006, Szent Istvan University, Godollo, Hungary, pag. 262-270, ISBN 963-94883-68-0.
38. *„Study about the romanian higher education graduate’s perception over the quality of this process”*, 4rd International Conference for Young Researchers, 2-4 octombrie 2006, Szent Istvan University, Godollo, Hungary, pag. 184-190, ISBN 963-94883-68-0.
39. *„Some aspects about groups and group effectiveness”*, International Conference on Business Excellence ICBE- 2006, 27-28 Octombrie 2006, Brasov, Romania, Business Excellence Editura ASE București, pg.193-201, ISBN 978-973-594-847-4
40. *„The Romanian brewing market and the strategic role of the international companies in this sector”*, 10th International Conference under Economic Society of Thessaloniki-Athenian Policy Forum, City College, Thessaloniki, 9-11 November, 2006.
41. *„Tourist competitive analysis for Cluj-Napoca, Romania”*, Conference Proceedings, Marketing and Development, 1971-2006: 35 Years of Marketing in Romania, Facultatea de Marketing, Academia de Studii Economice, București, 23-24 noiembrie 2006, ISBN 973-594-868-0, 978-973-594-868-9.
42. *“Financing resources used by Romanian SMEs”*, Proceeding IABE 2008, 6-8 June 2008, vol IV.
43. *“The impact of corporate organizational culture on organizational performance”*, Leadership and Organizational Culture, 2008, Editura Risoprint.
44. *“Theoretical aspects concerning national and regional branding issues”*, Studii si cercetari economice, 2008, Editura CNCSIS
45. *“The place of cultural tourism for Cluj-Napoca, Romania as a tourist destination”*, ISI Proceeding WSEAS TRANSACTIONS on BUSINESS and ECONOMICS Issue 7, Volume 5, July 2008 pp.403-413.
46. *“Tourist’s perception regarding Cluj-Napoca as a culture destination”*, New Aspects of cultural heritage and tourism, WSEAS Press, 2008.
47. *“Conceptual model for a national register-type research database for clubfoot”*, New Aspects of communications, WSEAS Press, 2008
48. *“Study about branding process for Romania as a tourist destination”*, Proceeding AUMEC, Ankara University, 2009, Siyasal, ISBN 978-605-5782-06-1, pp.1137-1143
49. *“Analysis of the main Romanian cultural tourism products”*, ISI Proceeding Recent Advances in Cultural Heritage and Tourism, WSEAS Press, 2009, ISBN: 978-960-474-103-8, pp. 51-56
50. *“Information Technology use in Romanian companies - case of Transylvania SME's”*, ISI Proceeding Recent Advances in Communication, WSEAS Press, 2009, ISBN: 978-960-474-098-7, pp. 28-33
51. *“Impact of Sibiu European Capital of Culture 2007 Event on Country Tourism”*, ISI Proceeding Recent Advances in Cultural Heritage and Tourism, WSEAS Press, 2009, ISBN: 978-960-474-103-8, pp. 68-73

52. ***“An analysis of Transylvanian SMEs strategic actions”***, 2nd International Management Conference “Managerial Challenges of the Contemporary Society”, Editura Risoprint, ClujNapoca, ISBN: 978-973-53-0182-8 pp.174-177.
53. ***“The Romanian SME's behaviour toward internationalization strategy”***, Proceeding AUMEC, Ankara University, 2009, Siyasal, ISBN 978-605-5782-06-1, pp. 575-585
54. ***“Evaluation of the Internet-based Resources on Clubfoot”***, ISI Proceedings of the WSEAS International Conference on Communications, WSEAS Press, 2009, ISBN:978-960-474-098-7, pp.44-48
55. ***“Strategic Planning in Romanian SMEs and Cultural Values”***, Entrepreneurship in the Global Economy: Economics, Innovation, Competition and Social Change, Ed INFER, ISBN 978-3-9814-328-0-0, pp. 45-64
56. ***“Some consideration about knowledge management ontology. Building ontology with Protégé 4.02.”*** Technical University of Cluj-Napoca, Sept.2010. ISI Proceedings, pp. 465-475
57. ***“The New Integrated and Colaborative Managerial Philosophy “ECR” and the Business Ethics”***, Technical University of Cluj-Napoca, Sept.2010. ISI Proceedings, pp. 414-423.
58. ***“Employees’ attitude toward Japanese management practices implemented in Romanian subsidiaries – Case Study at Makita”***, Proceedings of the 3rd International Conference "Managerial Challenges of the Contemporary Society", Cluj-Napoca, Romania, 2010. Cluj-Napoca : Risoprint ISBN: 978-973-53, 2010.
59. ***“Swedish management style from Romanian employees' perspective”***, ISI Proceedings of 5th International Conference on Business Excellence, vol.2 ISBN: 9789-7317-472-24, pp.32-35.
60. ***“The Impact of strategic planning activities on Transylvanian SMEs – an empirical research”***, Procedia – Social and Behavioral Sciences, Volume 24, 2011, Pages 643–648 The Proceedings of 7th International Strategic Management Conference.
61. ***“Networks and clusters – collaboration opportunities for romanian ICT SMEs”***, Proceedings of the 12th International Conference on Informatics in Economy (IE 2013). Education, Research& Business Technologies, volum indexat in RePEC, ISI Web of Knowledge, București, România, 25-28 Aprilie 2013, ISSN 2284-7472, pp. 58-62.
62. ***“Best practices in developing rural tourism in Cluj County, Romania”***, in Proceedings of The International Conference on Tourism, Transport, and Logistics 2013, Paris, France, pp. 513 – 517.
63. ***“Successful Factors for Developing Business Networks in Life Science: A Case Study from Cluj County, Romania”***, p. 293-300, in Proceedings of The International Conference on Tourism, Transport and Logistics 2013 “Challenges and Opportunities of Increasing Global Connectivity” 14-16 February, 2013, Paris, ISBN 978-616286002-7.
64. ***“Innovative Tools Used by Business Networks and Clusters in Communication”***, Proceedings of the 2nd International Conference on Strategic Innovative Marketing (IC-SIM 2013), Ed. Procedia - Social and Behavioral Sciences Volume 148,2014, pp. 588-595, doi:10.1016/j.sbspro.2014.07.084.
65. ***“Attitude of Companies: Network Collaboration vs. Competition”***, Proceedings of the 2nd International Conference on Strategic Innovative Marketing (IC-SIM 2013), Ed. Procedia - Social and Behavioral Sciences Volume 148,2014, pp.596-603, doi:10.1016/j.sbspro.2014.07.085
66. ***“Online Hotel Booking Systems in Romania”***, Procedia Economics and Finance Volume Volume 15, 2014, Pages 1235-1242, Emerging Markets Queries in Finance and Business (EMQ 2013)
67. ***“Study Of Romanian Pilgrimage Tourism Supply”***, Proceeding of the International Conference Entrepreneurship In The Hospitality Industry 3th edition, 2014, Trends in Hospitality, 49-57, ISBN: 978-973-53-1395-1
68. ***“Adapted Design Solutions For Sustainable Tourism Development”***, Proceeding of the International Conference Entrepreneurship In The Hospitality Industry 3th edition, 2014, Trends in Hospitality, 207-212, ISBN: 978-973-53-1395-1
69. ***“Cultural tourist’s behavior – Case study foreign tourists in Cluj-Napoca”***, Proceeding of the International Conference ‘Science in Technology’ SCinTE 2015, Volume 4 ISBN: 978-618-5208-04-2 pp.34-37
70. ***“Characteristics of Innovative Entrepreneurs in Rural Tourism”***, Proceeding of the International Conference ‘Science in Technology’ SCinTE 2015, Volume 4 ISBN: 978-618-5208-04-2 pp.15-18
71. ***“The analysis of Tiff's participants perceptions on event's sustainability”***, Proceeding of the International Conference Entrepreneurship In The Hospitality Industry 4th edition, 2016, on Sustainable Hospitality ISBN