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L I S T A

lucrărilor științifice în domeniul disciplinelor din postul didactic

A. Teza de doctorat

Politici promoționale în marketingul internațional

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

Cărți

1. **Cosma S.**, „*Principiile marketingului*”. Editura Presa Universitară Clujeană, Cluj-Napoca, 2022. (ISBN 978-606-37-1677-5).
2. Cozma A.T., **Cosma S. A.**, „*Cum să ne poziționăm pe piață? Strategii practice și eficiente pentru piața de Pet Food din România*”. Editura Presa Universitară Clujeană, Cluj-Napoca, 2024. (ISBN 978-606-37-2182-32024)

Capitole în cărți

1. Fleșeriu, C., **Cosma S.A.**, Bota M., *Cluj-Napoca European Youth Capital: Why to Attend a Major Event*, Pages 89-99 în Vicky Katsoni, Kathy Velerander (Editors), *Innovative Approaches to Tourism and Leisure*, Fourth International Conference IACuDiT, Athens 2017, Springer International Publishing AG 2018, ISSN 2198-7246 ISSN 2198-7254 (electronic), Springer Proceedings in Business and Economics, ISBN 978-3-319-67602-9, ISBN 978-3-319-67603-6 (eBook), <https://doi.org/10.1007/978-3-319-67603-6>
2. Tripon, I.M., **Cosma, S.A.** (2018). *The Evolution of Tourism Destination: A Review of Literature*. In C. Năstase (ed.), The 14th Economic International Conference: Strategies and Development Policies of Territories: International, Country, Region, City, Location Challenges | May 10-11, 2018 | Stefan cel Mare University of Suceava, Romania (pp. 268-279). Iasi, Romania: LUMEN Proceedings, <https://doi.org/10.18662/lumproc.79>
3. Căzan, I.C., **Cosma, S.A.**, *ROMANIAN RURAL TOURISM INVOLVEMENT IN SOCIAL MEDIA CHANNELS*, In T.Păduraru, G.Tacu, D.Ungureanu (coord.), Romanian Rural Tourism in International Context. Present and Prospects, Vol. XLV, Editura Performantica, Iași, 2019, ISBN: 978-606-685-649-2, pag.48-56.
4. Caraba, D.A., **Cosma, S.A.**, *Current Spectator's Profile of the Stage Arts*, in Marius Dan GAVRILETEA and Monica Maria COROȘ (editors), *Book of Abstracts and Proceedings of the*

International Conference MODERN TRENDS IN BUSINESS, HOSPITALITY AND TOURISM, Presa Universitară Clujeană, Cluj-Napoca, pag. 133-140, 2021, ISBN 978-606-37-1186-2 (eBook).

5. Buzgău, H.O., **Cosma, S.A.** (2021). *Boosting Agribusinesses with Brands during COVID-19 Pandemic*, Leadership, Innovation, Management and Economics: Integrated Politics of Research, Selected papers (part of LIMEN conference collection), SKRIPTA International, Belgrade, 2021, ISBN 978-86-80194-53-0, ISSN 2683-6149, DOI: <https://doi.org/10.31410/LIMEN.S.P.2021>, pag. 87-100.

6. Borza, H.V., **Cosma, S.A.**, *Bishops the bishops of the orthodox Romanian church from official trendsetters to real online influencers*, în Entrepreneurship through Digital Transformation and Social Changes, editori Ioan Hosu, Lorina Culic, Andreea Voina, Presa Universitară Clujeană, 2022, pag. 349-360, <http://www.editura.ubbcluj.ro/bd/ebooks/pdf/3454.pdf>

C. Lucrări indexate WoS/BDI publicate în ultimii 10 ani Wos

1. **Cosma, S.**, Bota, M., Fleşeriu, C., Negruşa, A., Toader, V. and Rus, R.V., *Some Considerations Regarding Motivations and Overall Perceptions on Film Festivals*, Amfiteatru Economic, 18(Special Issue No. 10), 2016, pp. 929-943, ISSN Print: 1582-9146 ISSN Online: 2247-9104, <http://www.amfiteatruconomic.ro/ArticolEN.aspx?CodArticol=2578>

2. Negruşa, A.L., Toader, V., Rus, R.V., **Cosma, S.A.**, *Study of Perceptions on Cultural Events' Sustainability*, Sustainability 8(12):1269, December 2016, ISSN 2071-1050, DOI: 10.3390/su8121269, <http://www.mdpi.com/2071-1050/8/12/1269>

3. **Cosma, S.**, Zerva, K., Bota, M., Fleşeriu, C., *A study on the Romanians' profile among leisure activities*, Amfiteatru Economic, Volume: 20, No. Special 12, 2018, pag. 920-934, ISSN Print: 1582-9146 ISSN Online: 2247-9104, DOI: 10.24818/EA/2018/S12/920

4. **Cosma S.**, Bota M., Fleşeriu C., Morgovan C., Văleanu M., Cosma D., *Measuring Patients' Perception and Satisfaction with the Romanian Healthcare System*, Sustainability 2020, 12(4), 1612; <https://doi.org/10.3390/su12041612>

5. **Cosma, S.**, *New Perspectives and Development Oportunities of Central and Eastern European Tourism*. Amfiteatru Economic, 22(54), 2020, pp. 623-629. DOI: 10.24818/EA/2020/54/623 – **book review**

6. Fleşeriu C., **Cosma S.**, Bocăneţ V., *Values and Planned Behaviour of the Romanian Organic Food Consumer*, Sustainability 2020, 12(5), 1722; <https://doi.org/10.3390/su12051722>

7. Morgovan, C., **Cosma, S. A.**, Văleanu, M., Juncan, A. M., Rus, L. L., Gligor, F. G., Butuca, A., Tit, D. M., Bungau, S., & Ghibu, S. (2020). An Exploratory Research of 18 Years on the Economic Burden of Diabetes for the Romanian National Health Insurance System. *International journal of environmental research and public health*, 17(12), 4456. <https://doi.org/10.3390/ijerph17124456>

8. Melo C. et al. (2021) Creating Collaborative Research Opportunities at a Distance: From Porto to Cluj-Napoca. In: Reis A., Barroso J., Lopes J.B., Mikropoulos T., Fan CW. (eds) Technology and Innovation in Learning, Teaching and Education. TECH-EDU 2020. Communications in Computer and Information Science, vol 1384. Springer, Cham. https://doi.org/10.1007/978-3-030-73988-1_30

9. Cozma, A.T., **Cosma, S.A.**, Văleanu, M. (2022). An Examination of the Pet Food Buying Behavior Before and During the COVID-19 Pandemic. In: Fotea, S.L., Fotea, I.Ş., Văduva, S. (eds) Post-Pandemic Realities and Growth in Eastern Europe. GSMAC 2022. Springer Proceedings in Business

and Economics. Springer, Cham. https://doi.org/10.1007/978-3-031-09421-7_10

10. Buzgău, H. O., **Cosma, S. A.** (2022, May). Systematic Reviews and Meta-Analysis of Brand Value, Brand Equity, Brand Trust, and Brand Loyalty in Agribusiness. In International Conference on Modern Trends in Business Hospitality and Tourism (pp. 267-286). Cham: Springer Nature Switzerland.

11. Buzgău, H. O., **Cosma, S.A.** (2023). SYSTEMATIC REVIEW OF THE AGRIBUSINESS BRANDING LITERATURE: GATHERING THE RELEVANT GUIDELINES. Elevating Europe, 51.

12. Budişan, R.D., **Cosma, S.A.**, Chifu, I.C., *Analysing the Effect of Body, Mind and Soul State on Subjective Well-Being During COVID-19 Pandemic*, Studies in Business and Economics, vol.18, no.1, 2023, pp.54-68. <https://doi.org/10.2478/sbe-2023-0003>

13. Tia, T.C., **Cosma, S.A.**, Borza, H. V., *Elderhood and the Sacrament of Communion: An Orthodox Theological Exploration of Gracefully Aging*, Religions 15.3, 2024, 304.

BDI

1. Yolal, M., Rus, R.V., **Cosma, S.**, Gursoy, D., *A Pilot Study on Spectators' Motivations and Their Socio-Economic Perceptions of a Film Festival*, Journal of Convention & Event Tourism, Volume 16, Issue 3, 2015, DOI: 10.1080/15470148.2015.1043610, pag. 253-271, <http://www.tandfonline.com/doi/abs/10.1080/15470148.2015.1043610?journalCode=wcet20>, indexat EBSCOhost Online Research Databases; Electronic Collections Online (OCLC); Elsevier Eflow-I; Elsevier Scopus; eRTR: e-Review of Tourism Research; IndexCopernicus; Intute; JournalSeek; Links@Ovid; NewJour; OCLC ArticleFirst; Ovid Linksolver; Referativny Zhurnal; Tourism Insight; Tourism Research Links; and SwetsWise All Titles.

2. **Cosma, S.**, Bota, M., Fleşeriu, C., Gică, O.A., *Participant's motivation and perception on events*, The USV Annals of Economics and Public Administration, Volume 17, Issue 2(26), 2017, pag. 44-54, indexat EBSCO, RePEc, DOAJ, Cabell's Directories, ERIH Plus, [http://www.seap.usv.ro/annals/arhiva/USVAEPA_VOL.17,ISSUE_2\(26\),%202017_fulltext.pdf](http://www.seap.usv.ro/annals/arhiva/USVAEPA_VOL.17,ISSUE_2(26),%202017_fulltext.pdf)

3. Căzan, I.C., **Cosma, S.A.**, *Tourism destinations development trends through the social media content perspective*, Journal of tourism, no 26 (2018), indexat EBSCO, RePEc, DOAJ, Cabell's Directories, ERIH Plus, <http://www.revistadetourism.ro/rdt/article/view/411/265>

4. Borza, H.V., **Cosma, S.A.**, *Religiosity - A Marketing Perspective*, The USV Annals of Economics and Public Administration, Volume 18, Issue 2(28), 2018, pag. 67 – 72, indexat EBSCO, RePEc, DOAJ, Cabell's Directories, ERIH Plus

5. Sofică, A., **Cosma, S.**, *Extended Marketing Mix (7Ps) and HRM Recruiting. How to Sell a Job*, STUDIA UBB NEGOTIA, LXIII, 3, 2018, pp. 5-26, <http://studia.ubbcluj.ro/download/pdf/1211.pdf>

6. Buzgău, H.O., **Cosma, S.A.**, *Assessing competitiveness in agribusinesses. The case of Holiv Ecoplant*, Studia UBB Negotia, vol. 66, issue 2 (June) 2021, pp. 79-98, doi: 10.24193/subbnegotia.2021.2.05, http://www.studia.ubbcluj.ro/download/pdf/negotia/2021_2/05.pdf

7. Caraba, D. A., **Cosma, S.A.** (2021). *Perceptions and attitudes of the stage arts audience on marketing mix variables*. Studia Universitatis Babes-Bolyai, Negotia, 66(4), pag. 45-67.

8. Buzgău, H.O., **Cosma, S.A.** (2022). *Agribusiness Branding: A Systematic Literature Review Framework*. The USV Annals of Economics and Public Administration, 22(1 (35)), 78-91.

9. Cozma, A.T., **Cosma, S.A.**, Văleanu, M. (2022). *Workplace influence on purchase behavior of pet food products in the pandemic period*. Studia Universitatis Babeş-Bolyai, Negotia, 67(2), pag. 71-90.
10. Cozma, A.T., **Cosma, S.A.**, Văleanu, M. (2022). *Analysis of online versus offline buying behavior of pet owners during the Covid-19 pandemic*, Ecoforum, vol.11, 3(29).
11. Cozma, A.T., **Cosma, S.A.**, *B2C market segmentation: A systematic literature review*, The USV Annals of Economics and Public Administration, Vol 23, No 1(37) (2023), pp. 25-45
12. Borza, H. V., Căzan, I. C., **Cosma, S.A.** (2023). Adaptive Facebook Communication Of Orthodox Entities In Covid-19 Context. Studia Universitatis Babeş-Bolyai Negotia, 31-52.
13. Dumitru, I. M., **Cosma, S.A.** (2023). A MEASUREMENT OF RURAL TOURISM DESTINATIONS' COMPETITIVENESS. Studia Universitatis Babeş-Bolyai Negotia, 81-97.
14. **Cosma, S.A.**, Căzan, I.C., Cozma, A.T., Borza H.V. (2024). Understanding residents' perceptions and attitudes towards tourism development in urban destinations: the Case of Cluj-Napoca, Romania. Review of Innovation and Competitiveness : A Journal of Economic and Social Research, Vol. 10 No. 1, 47-70

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. **Cosma, S.**, Bota, M., Fleşeriu, C., Cosma, D., *Patients' satisfaction with Romanian healthcare system*, Proceedings of the International scientific symposium "Information society and sustainable development", IInd Edition, 2015, pag. 33, ISBN 978-973-144-637-0 Academica Brâncuşi House Publisher.
2. **Cosma, S.**, Fleşeriu, C., Bota, M., Bota, M., *Exploratory study regarding tourism destination governance*, Proceedings of the International scientific symposium "Information society and sustainable development", IInd Edition, 2015, pag. 31, ISBN 978-973-144-637-0 Academica Brâncuşi House Publisher.
3. Fleşeriu, C., **Cosma, S.**, Bota, M., *Policies and strategies used by international chains in hotels owned in Romania*, Proceedings of the international scientific symposium Information society and sustainable development, IInd Edition, 2015, pag. 232, ISBN 978-973-144-637-0 Academica Brâncuşi House Publisher.
4. **Cosma, S.**, Fleşeriu, C., Bota, M., *Marketing mix strategies of international hotel chains on Romanian market*, Proceedings of The 7th International conference "European Union future perspectives: innovation, entrepreneurship and economic policy", 21-23 May, 2015, Croatia.
5. **Cosma, S.**, Fleşeriu, C., Bota, M., *New approaches of customers relationship in hotels belonging to an international chain*, BASIQ 2015 INTERNATIONAL CONFERENCE NEW TRENDS IN SUSTAINABLE BUSINESS AND CONSUMPTION PROCEEDINGS PAPERS, 2015, BUCHAREST, ROMANIA, Editura ASE, pag. 314-321, ISSN 2457-483X, ISSN-L 2457-483X.
6. **Cosma, S.**, Bota, M., Fleşeriu, C., *Motivations in attending a major event: the case of Cluj-Napoca European Youth Capital*, Proceedings of the International scientific symposium "Information society and sustainable development", IIIrd Edition, 2016, pag. 180-187.

7. **Cosma, S.**, Bota, M., Fleşeriu, C., *Exploring the influence of respondents' profile among leisure activities*, Proceedings of the International scientific symposium "Information society and sustainable development", IIIrd Edition, 2016.
8. Chifu, C., **Cosma, S.**, Luca, I., Bota, M., *Events impact on some tourism indicators in Cluj-Napoca*, Proceedings of the International Conference ENTREPRENEURSHIP IN THE HOSPITALITY INDUSTRY, fourth edition, *Trends in Hospitality*, October 14th-15th, 2016, Cluj-Napoca, România, pag. 216-220.
9. **Cosma, S.A.**, Bota, M., Fleşeriu, C., Văleanu, M., Cosma, D., *Considerations regarding the patients' satisfaction in the context of ensuring Romanian sustainable healthcare system*, *The third edition of the International Conference Inclusive and sustainable economic growth. Challenges, measures and solutions (ISEG)*, Brasov, 2017.
10. Căzan, I.C., **Cosma, S.A.**, *Tourism destinations development trends through the social media content perspective*, presented at International scientific symposium Information society and sustainable development, 5th Edition, 27-28 aprilie, Tg. Jiu, 2018
11. Tripon, I.M., **Cosma, S.A.**, *The Evolution of Tourism Destination: A Review of Literature*, presented at The 14th Economic International Conference: Strategies and Development Policies of Territories: International, Country, Region, City, Location Challenges, May 10-11, 2018, Stefan cel Mare University of Suceava, Romania.
12. Sofică, A., **Cosma, S.**, *Operationalizing extended marketing mix for HRM recruiting purposes: how to sell a job*, pag. 8-14, în Smaranda Adina Cosma, Cristina Fleşeriu, Adina Letiția Negrușă, Marius Bota, Valentin Toader (Editors), *Generational impact in the Hospitality Industry*, International Conference ENTREPRENEURSHIP IN THE HOSPITALITY INDUSTRY, Cluj-Napoca, 2018, Editura Risoprint, ISBN: 978-973-53-1395-2.
13. Fleşeriu, C., **Cosma, S.**, Bocăneţ, V., Bota, M., *The influence of age on how romanians choose a hotel*, pag. 20-27, în Smaranda Adina Cosma, Cristina Fleşeriu, Adina Letiția Negrușă, Marius Bota, Valentin Toader (Editors), *Generational impact in the Hospitality Industry*, International Conference ENTREPRENEURSHIP IN THE HOSPITALITY INDUSTRY, Cluj-Napoca, 2018, Editura Risoprint, ISBN: 978-973-53-1395-2.
14. **Cosma, S.**, Berntzen, L., Fleşeriu, C., Căzan, I.C., *Exploratory study regarding tourism destination governance*, pag. 47-50, în Smaranda Adina Cosma, Cristina Fleşeriu, Adina Letiția Negrușă, Marius Bota, Valentin Toader (Editors), *Generational impact in the Hospitality Industry*, International Conference ENTREPRENEURSHIP IN THE HOSPITALITY INDUSTRY, Cluj-Napoca, 2018, Editura Risoprint, ISBN: 978-973-53-1395-2.
15. **Cosma, S.A.**, Căzan, I.C., *The contribution of rural tourism investments to regional development*, Invited paper to The 15th Economic International Conference, VISION AND FORESIGHT IN SUSTAINABLE ECONOMIC POLICIES IN THE 21st CENTURY, Ștefan cel Mare University of Suceava, May 9th-10th, 2019.
16. Căzan, I.C., **Cosma, S.A.**, *Romanian rural tourism involvement in social media channels*, prezentată la cea de-a XXI-a ediție a conferinței științifice internaționale „Turismul rural românesc în context internațional. Actualitate și perspective, 23–25 mai 2019, Vatra Dornei, România.
17. **Cosma, S.**, Bota, M., Kristiansen, E., Cazan I., Văleanu, M., *Residents' perceptions and attitudes toward tourism development in urban destination*, presented at The 9th International Scientific Conference "Tourism, Innovations and Entrepreneurship", 26th -28th September 2019, Poreč, Istria, Croatia.

- E. Brevete obținute în întreaga activitate**
1. nu este cazul

Data: 17.03.2025

Semnătura:

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