

Universitatea Babeș-Bolyai, Cluj-Napoca

Facultatea de Business

Departamentul Servicii de Ospitalitate

Asist. univ. dr. Anghel-Tudorel Cozma

L I S T A

lucrărilor științifice în domeniul disciplinelor din postul didactic

A. Teza de doctorat

Strategii de segmentare-țintire-poziționare pe piața de pet food din România.

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

1. **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).

C. Lucrări indexate ISI/BDI publicate în ultimii 10 ani

1. **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.Ș., Văduva, S. (eds) PostPandemic 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
2. **Cozma, A.T.**, Cosma, S.A., Văleanu, M. (2022). Workplace influence on purchase behavior of pet food products in the pandemic period. *Studia Universitatis Babes-Bolyai, Negotia*, 67(2), pag. 71-90. DOI:10.24193/subbnegotia.2022.2.04
3. **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). <http://www.ecoforumjournal.ro/index.php/eco/article/view/1407/834>
4. **Cozma, A.T.**, Cosma, S.A. (2023). B2C market segmentation: A systematic literature review. *The USV Annals of Economics and Public Administration*, Vol 23, No 1(37). <http://www.annals.seap.usv.ro/index.php/annals/article/view/1448/1128>

5. **Cozma, A.T.** (2024). Driving Towards Sustainability: Understanding the Dynamics of Electric and Plug-in Hybrid Vehicle Adoption in Romania. *Annales Universitatis Apulensis Series Oeconomica*, 25(2), 2023, 227-235. DOI: 10.29302/oeconomica.2023.25.2.20

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. **Anghel Tudorel COZMA** - AN EXAMINATION OF THE PET FOOD BUYING BEHAVIOR BEFORE AND DURING THE COVID-19 PANDEMIC. Conference - The Post-Pandemic Realities and Growth in Eastern Europe, The Griffiths School of Management & IT 12th Annual Conference on Business, Entrepreneurship and Ethics (GSMAC 2022). New Challenges and Opportunities for Growth. Oradea, România | 21 January. 2022. www.gsmac.ro , Emanuel University of Oradea.
2. **Anghel Tudorel COZMA** - WORK PLACE INFLUENCE ON PURCHASE BEHAVIOR OF PET FOOD PRODUCTS IN THE PANDEMIC PERIOD. THE INTERNATIONAL CONFERENCE MODERN TRENDS IN BUSINESS, HOSPITALITY, AND TOURISM on Remodelling Businesses for Sustainable Development. May 12th-14th, 2022. <https://tbs.ubbcluj.ro/conference/>, Faculty of Business Babes-Bolyai University, Cluj-Napoca.
3. **Anghel Tudorel COZMA** - ANALYSIS OF ONLINE VERSUS OFFLINE BUYING BEHAVIOR OF PET OWNERS DURING THE COVID-19 PANDEMIC. 18th Economic International Conference "Challenges and Opportunities for a Sustainable Development", May 12th-13th, 2022. <http://conferinta.feaa.usv.ro/>, Ștefan cel Mare University of Suceava, Faculty of Economics, Administration and Business.
4. **Anghel Tudorel COZMA** - B2C MARKET SEGMENTATION: A SYSTEMATIC LITERATURE REVIEW. 19th Economic International "Conference Challenges and Opportunities for a Sustainable Development", May 4th-5th, 2023. <http://conferinta.feaa.usv.ro/>, Ștefan cel Mare University of Suceava, Faculty of Economics, Administration and Business.
5. **Anghel Tudorel COZMA** - THE ELECTRIC SHIFT: UNDERSTANDING USER ATTITUDES AND ECONOMIC INFLUENCES IN ELECTRIC VEHICLE ADOPTION. "The 20th Economic International Conference Challenges and Opportunities for a Sustainable Development

“Ștefan cel Mare” May 30th-31th, 2024. <http://conferinta.feaa.usv.ro/public/conferences/>,
Ștefan cel Mare University of Suceava, Faculty of Economics, Administration and Business.

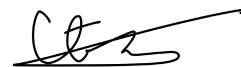
E. Brevete obținute în întreaga activitate

1. Nu este cazul.

Data:

14.03.2025

Semnătura,

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