



PUBLICATIONS AND CONFERENCES

Professor, PhD Constantin Bratianu

Refereed journal articles (*Selection*)

- Bolisani, E., & Bratianu, C. (2017). Knowledge strategy planning: an integrated approach to manage uncertainty, turbulence, and dynamics. *Journal of Knowledge Management*, 21(2), 233-253.
- Bratianu, C. (2016). Knowledge dynamics. *Management Dynamics in the Knowledge Economy*, 4(3), 323-337.
- Bratianu, C. (2015). Developing strategic thinking in business education. *Management Dynamics in the Knowledge Economy*, 3(3), 409-429.
- Bratianu, C., & Orzea, I. (2014). Emotional Knowledge: The Hidden Part of the Knowledge Iceberg. *Management Dynamics in the Knowledge Economy*, 2(1), 41-56.
- Bratianu, C., & Dan, M.C. (2013). Intergenerational Learning in Universities. Case Study: Bucharest University of Economic Studies. *Management & Marketing*, 8, 95-102.
- Bratianu, C. (2013). The Triple Helix of the Organizational Knowledge. *Management Dynamics in the Knowledge Economy*, 1(2), 207-220.
- Bratianu, C., & Orzea, I. (2013). The entropic intellectual capital model. *Knowledge Management Research & Practice*, 11(2), 133-141.
- Bratianu, C., & Orzea, I. (2013). Unfolding the Gordian knot of the university intellectual capital. *Electronic Journal of Knowledge Management*, 11(3), 214-225.
- Voges, K., Glaser-Segura, D., Bratianu, C., & Dima, A.M. (2012). Implementation of the Bologna Process: A Change Model Perspective. *Southwest Teaching and Learning Journal*, 2(1), 52-64.
- Bratianu, C., & Orzea, I. (2012). Intergenerational Learning as an Entropy Driven Process. *Management & Marketing*, 7(4), 603-613.
- Bratianu, C. (2011). Changing the paradigm for knowledge metaphors from dynamics to thermodynamics. *Systems Research and Behavioral Sciences*, 28, 160-169.
- Bratianu, C., Orzea, I., & Ghise, I. (2010). Consumer Protection of Media Knowledge. *Amfiteatru Economic*, 12(28), 286-296.
- Agapie, A., & Bratianu, C. (2010). Repetitive Stochastic Guesstimation for Estimating Parameters in GARCH (1,1) Model. *Romanian Journal of Economic Forecasting*, 13(2), 213-223.



Books (*Selection*)

- Bolisani, E., & Bratianu, C. (2017). *Emergent knowledge strategy: Strategic thinking in knowledge management*. Berlin: Springer.
- Zbucnea, A., Bratianu, C., & Pinzaru, F. (2017). *Economic behavior: Economy, business and people*. Newcastle upon Tyne: Cambridge Scholars Publishing.
- Pînzaru, F., Zbucnea, A., Bratianu, C., Vătămănescu, E.-M., & Mitan, A. (2017). *Strategica. Shift: Major Challenges of Today's Economy*. Bucharest: Tritonic.
- Bratianu, C., Zbucnea, A., Pînzaru, F., Leon, R.D., & Vătămănescu, E.-M. (2016). *Strategica. Opportunities and Risks in the Contemporary Business Environment*. Bucharest: Tritonic.
- Bratianu, C. (2015). *Strategic thinking*. Bucharest: Pro Universitaria.
- Bratianu, C. (2015). *Organizational Knowledge Dynamics: Managing Knowledge Creation, Acquisition, Sharing, and Transformation*. Hershey, PA: IGI Global.
- Bratianu, C., Zbucnea, A., Pînzaru, F. & Vătămănescu, E.-M., Leon, R.D. (2015). *Strategica. Local vs. Global*. Bucharest: Tritonic.
- Bratianu, C., Zbucnea, A., Pînzaru, F. & Vătămănescu, E.-M. (2014). *Strategica. Management, Finance, and Ethics*. Bucharest: Tritonic.
- Thomas, A.R., Pop, Al.N., & Bratianu, C. (2013). *The Changing Business Landscape of Romania. Lessons for and from Transition Economies*. New York: Springer.

Book chapters (*Selection*)

- Bratianu, C., & Bejinaru, R. (2017). Knowledge strategies for increasing IC of universities. In I.T. Lopez & R. Serrasqueiro (Eds.), *Proceedings of the 9th European Conference on Intellectual Capital* (pp. 34-42). Reading: Academic Conferences and Publishing International.
- Bratianu, C., & Vătămănescu E.-M. (2017). The Impact of the Entropic Knowledge Dynamics in the Decision-Making Process. In Marimon, F., Mas-Machuca, M., Berbegal-Mirabent, J., & Bastida, R. (Eds.), *Proceedings of the 18th European Conference on Knowledge Management ECKM 2017* (Vol. 1, pp. 146-153). Reading, UK: Academic Conferences and Publishing International Limited.
- Bratianu, C., & Vătămănescu, E.-M. (2016). Students' Perception on Developing Conceptual Generic Skills for Business. In Moffett, S., & Galbraith, B. (Eds.), *Proceedings of the 17th European Conference on Knowledge Management* (pp.101-108). Reading, UK: Academic Conferences and Publishing International Limited.
- Bratianu, C., & Vătămănescu, E.-M. (2016). Developing Generic Skills in Business Education. In Oprean, C., & Țițu, M.A. (Eds.), *Proceeding. News, Challenges and Trends in Management of Knowledge-Based Organizations* (pp.197-202). Bucharest: Tehnica.
- Bratianu, C. (2013). Nonlinear integrators of the organizational intellectual capital. In Fathi, M. (Ed.), *Integration of practice-oriented knowledge technology: trends and perspectives* (pp. 3-16). Heilderberg: Springer.