



PUBLICATIONS AND CONFERENCES

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Authored and edited books

1. Vătămănescu, E.-M., & Pînzaru, F. (Eds.) (2018). *Knowledge Management in the Sharing Economy. Cross-Sectoral Insights into the Future of Competitive Advantage*. Springer International Publishing (eBook ISBN: 978-3-319-66890-1; Hardcover ISBN: 978-3-319-66889-5; Series ISSN: 2199-8663; DOI: 10.1007/978-3-319-66890-1).
2. Zbucnea, A., Brătianu, C., & Pînzaru, F. (Ed.) (2017). *Economic Behaviour. Economy, Business and People*: Cambridge Scholars Publishing. ISBN: 978-1-4438-5191-6.
3. Pînzaru, F., Zbucnea, A., Brătianu, C., Vătămănescu, E.-M., & Mitan, A. (Eds.), *Proceedings of Strategica International Conference 2017. Shift! Major Challenges of Today's Economy*. București: Tritonic (ISBN 978-606-749-269-9).
4. Zbucnea, A., & Pînzaru, F. (Ed.) (2016). *Strategic approaches in economy, governance and business*. București: Tritonic (ISBN: 978-606-749-180-7).
5. Pînzaru, F. (Ed.) (2015). *Business storytelling: branduri și povești*. București: Tritonic (ISBN: 978-606-749-010-7).
6. Pînzaru, F., Zbucnea, A., Brătianu, C., Vătămănescu, E.-M., & Mitan, A. (Eds.) (2017). *Strategica. Shift. Major Challenges of Today's Economy*. București: Tritonic (ISBN: 978-606-749-269-9).
7. Zbucnea, A., Pînzaru, F., Galalae, C., & Mitan, A. (2015). *Ghid esențial de promovare* (ediția a doua revizuită). București: Tritonic (ISBN: 978-606-749-011-4).
8. Brătianu, C., Zbucnea, A., Pînzaru, F., Vătămănescu, E.-M., & Leon, R.D. (Eds.) (2015). *Strategica. Local versus Global*. București: Tritonic (ISSN: 2392-702X, ISBN: 978-606-749-054-1).
9. Pînzaru, F. (2013). *Felicitări, ai fost promovat manager!*. București: Tritonic (ISBN: 978-606-749-061-9).
10. Brătianu, C., Zbucnea, A., Pînzaru, F., & Vătămănescu, E.-M. (Eds.) (2014). *Strategica. Management, Finance, and Ethics*. București: Tritonic (ISBN: 978-606-8571-52-2).
11. Brătianu, C., Pînzaru, F., Zbucnea, A., Dinu, M., & Oprea, D.A. (Eds.) (2014). *Strategic Thinking in a Changing World*. București: Comunicare.ro (ISBN: 978-973-711-497-6).

Capitole în cărți publicate la edituri naționale și internaționale

1. Pînzaru, F., Mitan, A., & Mihalcea, A.D. (2018). Reshaping Competition in the Age of Platforms. The Winners of the Sharing Economy. În Vătămănescu, E.-M., & Pînzaru, F. (Eds.), *Knowledge Management in the Sharing Economy. Cross-Sectoral Insights into the Future of Competitive Advantage* (pp. 19-38). Cham: Springer International Publishing (eBook ISBN: 978-3-319-66890-1; Hardcover ISBN: 978-3-319-66889-5; Series ISSN: 2199-8663; DOI:10.1007/978-3-319-66890-1).



2. Pînzaru, F. (2015). Brand management: între cultura conținutului și storytelling. În Pînzaru, F. (2015). *Business storytelling: branduri și povești* (pp. 11-27). București: Tritonic (ISBN: 978-606-749-010-7).
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5. Nicolescu, L., & Pînzaru, F. (2008). Imaginea României în presa străină. În Nicolescu, L. (Ed.), *Imaginea României sub lupă! Branding și rebranding de țară* (pp. 161-176). București: Editura ASE (ISBN: 978-606-505-112-6).
6. Pînzaru, F. (2005). Relațiile publice, de la vis la realitate pentru IMM-uri. În Delia Balaban (ed.), *PR Trend. Teorie și practică în relațiile publice și publicitate* (pp. 53-69). Cluj-Napoca: Accent (ISBN: 973-8445-95-7).

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1. Vătămănescu, E.-M., Andrei, A.G., & Pînzaru, F. (2018). Investigating the online social network development through the Five Cs Model of Similarity: the Facebook case. *Information Technology & People*, 31(1), 84-110. Disponibil la <https://doi.org/10.1108/ITP-06-2016-0135>.
2. Vătămănescu, E.-M., Andrei, A.G., Nicolescu, L., Pînzaru, F., & Zbucnea, A. (2017). The Influence of Competitiveness on SMEs Internationalization Effectiveness. Online versus Offline Business Networking. *Information Systems Management*, 34(3), 205-219. WOS:000407168600003. Disponibil la <http://www.tandfonline.com/doi/full/10.1080/10580530.2017.1329997>.
3. Andrei, A.G., Zait, A., Vătămănescu, E.-M., & Pînzaru, F. (2017). Word of mouth generation and brand communication strategy: findings from an experimental study explored with PLS-SEM. *Industrial Management & Data Systems*, 117(3), 478-495. WOS:000401033700003. Disponibil la <http://www.emeraldinsight.com/doi/full/10.1108/IMDS-11-2015-0487>.
4. Păduraru, T., Vătămănescu, E.-M., Andrei, A.G., Pînzaru, F., Zbucnea, A., Maha, L.G. & Boldureanu, G. (2016). Sustainability in Relationship Marketing: An Exploratory Model for the Industrial Field. *Environmental Engineering and Management Journal*, 15(7), 1635-1647. WOS:000384472000023. Disponibil la http://omicron.ch.tuiasi.ro/EEMJ/pdfs/accepted/569_226_Paduraru_15.pdf.
5. Vătămănescu, E.-M., Pînzaru, F., Andrei, A.G., & Zbucnea, A. (2016). Investigating SMEs sustainability with partial least squares structural equation modeling. *Transformations in Business & Economics (TIBE)*, 15(3), 259-273. WOS:000391161100016. Disponibil la <http://www.transformations.knf.vu.lt/39/article/inve>.
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1. Zbucea, A., & Pînzaru, F. (2017). Tailoring CSR Strategy to Company Size? *Management Dynamics in the Knowledge Economy*, 5(3), 415-437. Disponibil la <http://www.managementdynamics.ro/index.php/journal/article/view/223/189> (indexat în DOAJ, RePEC-EconPapers, EBSCO, ProQuest, ERIH Plus, Ulrich's, Cabell's, New Jour, Index Copernicus).
2. Zbucea, A., Vătămănescu, E.M., & Pînzaru, F. (2016). M-commerce – Facts and Forecasts. A Comparative Analysis within a Triad Framework: India, Romania, and the United States. *Management Dynamics in the Knowledge Economy*, 4(3), 387-408. Disponibil la <http://www.managementdynamics.ro/index.php/journal/article/view/184/143> (indexat în DOAJ, RePEC-EconPapers, EBSCO, ProQuest, ERIH Plus, Ulrich's, Cabell's, New Jour, Index Copernicus).
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6. Vătămănescu, E.-M., Pînzaru, F., Andrei, A.-G. & Alexandru, V.-A. (2014). Going International Versus Going Global. The Case of the European Steel Pipe SMEs. *Review of International Comparative Management*, 15(3), 360-379. Disponibil la <http://www.rmci.ase.ro/no15vol3/09.pdf> (indexat în EBSCO, RePEC, Ulrich's, New Jour, Index Copernicus, Cabell's).
7. Vătămănescu, E.-M., Pînzaru, F., Andrei, A.-G. & Alexandru, V.-A. (2014). An Insight into Romanian Business Consulting Organizations from an Ethical Standpoint. *Management Dynamics in the Knowledge Economy*, 2(3), 440-452. Disponibil la <http://www.managementdynamics.ro/index.php/journal/article/view/68> (indexat în DOAJ, RePEC-EconPapers, EBSCO, ProQuest, ERIH Plus, Ulrich's, Cabell's, New Jour, Index Copernicus).
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 10. Pînzaru, F., Săvulescu, R., & Mitan, A. (2013). New practices in marketing to Generation Y. Product placement in Romanian pop music videos. *International Journal of Academic Research, PartB*, 5(4), 320-326 (indexat în Ulrich's, ProQuest, EBSCO, Index Copernicus, ISI-Thomson-Reuters, without impact factor, CAB Abstracts, ISI-Thomson-Reuters).
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1. Pînzaru, F., & Zbucnea, A. (2017). Mobile Applications. From Business to Social Implication. In Pînzaru, F., Zbucnea, A., Brătianu, C., Vătămănescu, E.-M., & Mitan, A. (Eds.), *Proceedings of Strategica International Conference 2017. Shift! Major Challenges of Today's Economy* (pp. 791-799). București: Tritonic (ISBN 978-606-749-269-9).
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17. Diaconescu, M.; Nicolescu, L. & Pînzaru, F. (2007). European Identity – Between Reality and Hope. *The International Economic Conference „Romania within the EU: opportunities, requirements and perspectives”*, volume 1, pp. 135-141. ISBN 978-973-739-428-6, vol.1 ISBN (13) 978-973-739-442-2.
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