

Universitatea Națională de Știință și Tehnologie POLITEHNICA București

Facultatea: Facultatea de Inginerie Chimică și Biotehnologii

Departamentul: Inginerie Economică

Nume Prenume: Manea Natalia

Gradul didactic: Conferențiar

## L I S T A

### lucrărilor științifice în domeniul disciplinelor din postul didactic

#### **A. Teza de doctorat**

1. Natalia PARIZA (MANEA), Cercetarea percepției studenților - premisă esențială a creșterii calității serviciilor de învățământ superior, Academia de Studii Economice, titlul de doctor în Științe Economice, domeniul Marketing

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

1. Natalia MANEA, Marketingul serviciilor educaționale: abordare din perspectivă universitară, Ed. Printech, București, 2015.

2. Natalia MANEA, Dumitru Goldbach, Marketing. Concepte de bază și aplicații, Ed. Printech, București, 2021.

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

1. **Natalia PARIZA MANEA**, Mariana Iatagan - Perceptions of PhD Students Regarding the Quality of Educational Services of Romania, in Procedia-Social and Behavioral Sciences Journal, 2015, Volume 191, pp 1735-1739, ISSN 1877-0428, doi: 10.1016/j.sbspro.2015.04.303, WOS:000380560300300

2. **Natalia MANEA**, Mihaela Purcaru, Alexandra Iuliana Vlădeanu – Trends and Perceptions In Higher Education Romanian Market, in Proceedings of the 27th International Business Information Management Association Conference, 2016, pp. 3808-3813, ISBN: 978-0-9860419-6-9, (indexată ISI Thomson, Scopus, WOS:000381172300189

3. **Natalia MANEA**, The Research of The Underground Transport Quality and The Impacts on Passengers' Satisfaction, 5th World Conference on Business, Economics and Management, Kemer, Antalya – Turkey, 12-14 May 2016

4. **Natalia MANEA**, Iuliana Cetină – Quantitative research on romanian consumer preferences of certified organic food, *Annales Universitatis Apulensis Series Oeconomica*, Nr 19, Vol 1, pag54 -57, 2017, ISSN 1454-9409 (print), 2344–4975 (online), ISSN–L 1454–9409, COD CNCSIS 510, B+, indexat in Research Papers in Economics (RePEc), ProQuest, EconLit, EBSCO, IndexCopernicus, Directory of Open Access Journals (DOAJ), Cabell"s Directory of Publishing Opportunities, Ulrich"s, Genamics JournalSeek, Open J-Gate

5. **Natalia MANEA**, Mihaela Purcaru, Nicoleta Daniela Ignat - Analysis of Factors Influencing Students'Option in Choosing a University, 2017, in *The European Proceedings of Social & Behavioural Sciences EpSBS*, e-ISSN: 2357-1330, Volume XXIII, pag 372 -379, <http://dx.doi.org/10.15405/epsbs.2017.05.02.46>, indexată ISI Thomson, WOS:000411319000045

6. **Natalia MANEA** - Qualitative Study on the Perception of Bachelor Students on the Quality of Technical Higher Education, in *Proceedings of the 29nd International Business Information Management Association Conference*, 2017, pp. 3027-3031, ISBN: 978-0-9860419-7-6, (indexată ISI Thomson, Scopus), WOS:000410252702053.

7. **Natalia Manea**, Radu Stanciu, Monica Niță - Students' Perception on The Quality of Higher Education Services. A Comparative Study, in *Proceedings of the 29 nd International Business Information Management Association Conference*, 2017, pp. 3067-3072, ISBN: 978-0-9860419-7-6 , (indexată ISI Thomson, Scopus), WOS:000410252702057.

8. **Natalia MANEA**, Nicoleta Ignat - Influence Level of Studies on Perception of Students Regarding the Quality of Educational Services for Higher Education, 9th International Conference on Education and New Learning Technologies, Pages: 1750-1754, *EDU-LEARN 2017*, ISBN 978-84-697-3777-4, ISSN 2340-1117, published IATED Academy, 2017, doi: 10.21125/edulearn.2017.1374, WOS:000491356001124

9. **Natalia MANEA** - The strategies of marketing mix in technical university education services, 4th International Multidisciplinary Scientific Conference SOCIAL SCIENCES & ARTS SGEM 2017, , 22-31 August, 2017, Albena, Bulgaria, in *Conference Proceedings, Book 1, Modern Science, Volumul IV, Economics & Tourism*, pag 913 – 920, ISBN 978-619-7408-16-4, ISSN 2367-5659, DOI:10.5593/sgemsocial2017/14.

10. **Natalia MANEA**, Olga Bucovetchi, Radu Stanciu, Quality Enhancement Strategies of Services of Technical Higher Education by Studying Student Perceptions, 4th International Multidisciplinary Scientific Conference SOCIAL SCIENCES & ARTS SGEM, 22-31 Ausust, 2017,Albena, Bulgaria, in *Conference Proceedings, Book 3, Science and Society, Volume V, Education and Educational Research*, pag. 435 – 440, ISBN 978-619-7408-22-5, ISSN 2367-5659, DOI:10.5593/sgemsocial2017/35.

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13. **Natalia MANEA** - Ways to Improve the Quality of Higher Education by Studying Perceptions of the Teachers, Procedia of Economics and Business Administration, pag 252 – 257, ISSN: 2392-8174, 2017, ISSN-L: 2392-8166, <https://doi.org/10.26458/v4.i1.29>
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17. Iuliana Cetină, Dumitru Goldbach, **Natalia MANEA** UDEMY: A CASE STUDY IN ONLINE EDUCATION AND TRAINING, Revista Economică, Vol 70, Issue 3 (2018), ), pag 46- 56, ISSN: 1582-6260 (print), 2344-5424 (online), indexat in BDI, EBSCO, REPEC, ULRICHSWEB.
18. Iuliana Cetină, Dumitru Goldbach, **Natalia MANEA**, Loredana Popescu - Marketing Strategies for Romanian Traditional Products, Scientific Papers Series Management, Economic Engineering in Agriculture and Rural Development, Vol. 18, Issue 2, 2018, PRINT ISSN 2284-7995, E-ISSN 2285-3952 , Volume: 18, Issue: 2, Pages: 93-100, WOS:000438506000012 [http://managementjournal.usamv.ro/pdf/vol.18\\_2/Art12.pdf](http://managementjournal.usamv.ro/pdf/vol.18_2/Art12.pdf)
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