

**Universitatea Națională de Știință și Tehnologie POLITEHNICA București**

Facultatea: **Antreprenoriat, Ingineria și Managementul Afacerilor**

Departamentul: **Inginerie Economica**

Nume Prenume: **Niță Monica**

Gradul didactic: **Șef lucrări**

## **L I S T A**

### **lucrărilor științifice în domeniul disciplinelor din postul didactic**

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

“Metode și tehnici promoționale pentru creșterea vânzărilor de produse în domeniul confecțiilor de îmbrăcăminte”, (ASE 2005)

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

1.

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

1. **Niță, M.** și Stanciu, R.D., (2019) Time Management – important necessity in the present digital world, "Quality - Access to Success" Journal, Vol. 20, S3, October 2019, pp. 131-136, ISSN 1582-2559 (**ISI Web of Knowledge**)
2. Ciupitu, S.A., **Niță, M.**, (2018) *The impact of intellectual capital on the responsibility and sustainability of the company. Example of an assessment of the socially responsible investment*, "Quality - Access to Success" Journal, Vol. 19, Iss. S1, Mar 2018, p 173-178 **ISSN 1582-2559 (ISI Web of Knowledge)**;
3. Ciupitu, S.A., **Niță, M.**, (2018), *Determination and analysis of the reputation capital index. Best logistic experts case study*, "Quality - Access to Success" Journal, Vol. 19, Iss. S1, Mar 2018, p 179-184, (**ISI Web of Knowledge**);
4. Manea, N., Stanciu, R.D., **Niță, M.**, (2017) *Students' Perception on The Quality of Higher Education Services. A Comparative Study*, in Proceedings of the 29<sup>th</sup> International Business Information Management Association Conference, 2017, pp. 3067-3072, ISBN: 978-0-9860419-7-6, (**ISI Web of Knowledge**).
5. **Niță, M.** și Stanciu, R.D., (2015) *The influence of the management communication on the organizational culture and climate*, *Annals of the Oradea University, Fascicle of Management and Technological Engineering*, Vol. XXIV (XIV), Nr. 1, pp. 105-108, ISSN 1583-0691, (**Ulrich's, ICAAP, INTUTE, Index Copernicus**)
6. **Niță M.**, (2013) *“Aspects of The Organizational Culture in The Multinational Companies in Romania”*, The 6<sup>th</sup> International Conference of Management and Industrial Engineering, Management – Facing New Technology Challenges, October 31<sup>st</sup> – November 2<sup>nd</sup>, Bucharest, Romania, pp. 307-313, ISSN 2344-0937. (ProQuest);
7. **Niță M.**, (2013) *“Creativity and Innovation in Marketing Communication On The Market in Romania”*, The 6<sup>th</sup> International Conference of Management and Industrial Engineering, Management –

Facing New Technology Challenges, October 31<sup>st</sup> – November 2<sup>nd</sup>, Bucharest, Romania, pp. 43-49, ISSN 2344-0937. (ProQuest);

8. **Nița M.** (2012), Organizational Culture and Entrepreneurial Spirit: Romania vs Germany, Proceedings of the 3rd Review of Management and Economic Engineering International Management Conference, pg. 79-85, Todesco Publishing House, ISSN 2247-8639 (**ISI Web of Knowledge**);
9. **M. Niță** (2011) „Management influence over organizational culture and organizational climate in current crisis conditions”, Proceedings of the 2nd Review of Management and Economic Engineering Management Conference, Management of Crisis or Crisis of management? p 510-514, ISSN 2247-8639 (**ISI Web of Knowledge**);
10. **Niță, M., Bucovețchi, O.,** (2010) “*Customer relations management – aproach from both communication and economics point of view*”, RMEE (Review of Management and Economic Engineering) first Management Conference: Twenty Years After - How Management Theory Works, 16-18 Septembrie 2010, Cluj-Napoca, pag. 313-320, (**ISI Web of Knowledge**), ISBN 978-973- 7695-99-4,
11. **Niță, M. și Stanciu, R.D.,** *Some aspects concerning the communication in multinational corporations existing on the Romanian market*, Proceeding of the 23rd International Scientific Conference "Knowledge-based Organization", 15-17.06.2017, Sibiu, Romania, Vol. XXIII, No.2, pp. 101-106, ISBN 978-973-153-274-5 (**EBSCO**);
- 12) **Niță, M. și Stanciu, R.D.,** Time Management – important necessity in the present digital world, "Quality - Access to Success" Journal, Vol. 20, S3, October 2019, pp. 131-136, ISSN 1582-2559, **WOS: 000496810200006**

**D. Lucrări publicate în ultimii 10 anii în reviste și volume de conferințe cu referenți (neindexate)**

**- Reviste**

1. -

**- Selecție cu maximum 20 lucrări în volume de conferințe**

1. -

**E. Brevete obținute în întreaga activitate**

1. -