

Lista de lucrări a candidatului Dr. Liviu Ciucan-Rusu

A) Cele mai relevante lucrări selectate

- a. Liviu Ciucan-Rusu, *Managementul marketingului în economia cunoașterii*, Editura UPM, Tîrgu-Mureș, 2011, ISBN 978-606-581-040-2;
- b. Liviu Ciucan-Rusu, *Susținerea fenomenului antreprenorial, imperativ pentru dezvoltarea durabilă în context european*, ISBN 978-973-618-341-6, Ed. Expert, București 2013;
- c. Liviu Ciucan-Rusu, Szabo Zsuzsanna, *The Pyramid of Entrepreneurship in Romania: Towards New Approach*, (pg269-292) în Ramadani, B; Schneider, C, *Entrepreneurship in the Balkans*, ISBN 978-3-642-36576-8, Springer-Verlag Berlin Heidelberg, 2013;
- d. Ciucan-Rusu L, Zaman G, *Changing the approach to support sustainable development through entrepreneurship - a case study*; Proceedings of the 9th International Conference on Management of Technological Changes; 2011, ISBN: 978-960-99486-1-6; pg 125-128;
- e. Ciucan-Rusu L, Gabor MR, Apăvăloaie I, *Marketing research, a success factor for an entrepreneur*; Romanian Journal of Economics, 2011, Volume 33 – Issue 2, ISSN: 12205567, pg 125-137;
- f. Ciucan-Rusu L, Stefan D, *Factors affecting the pro-entrepreneurial propensity of european students*, în curs de publicare;
- g. Ciucan-Rusu L, *Action and reaction – case study from a business simulation*, Procedia Economics and Finance 3, 2012, ISSN: 2212-5671, pg 1243-1249;
- h. Ciucan-Rusu L, *Map of the entrepreneurial propensity of European students*, Procedia Economics and Finance 3, 2012, ISSN: 2212-5671, pg 1250-1255;
- i. Ciucan-Rusu L, *Organizational Culture and Management Behaviour in Romanian Companies*, Schriften zur Organisation swissenschaft - Selected papers from the VIII Chemnitz East Forum, 2009, ISSN 1612-7218, pg 102 – 115;
- j. Ciucan-Rusu L, *A study on ICT implication in global sustainable development*, Proceedings of International Conference on Economics, Law and Management, Volume 6, 2007, ISBN 978-963-661-797-4, pg 67-77.

B) Teza de doctorat

Managementul ofertei și comportamentul consumatorilor de produse birotice, 2007, Universitatea „Babeș-Bolyai” Cluj-Napoca, coordonator prof.univ.dr. Ioan Mihaș.

C) Cărți și capitole în cărți

- a. Szabo Z K, Ciucan-Rusu L - coordonatori, *Entrepreneurship – theory and practice / Antreprenoriat - Teorie și practică*, 2009, ISBN 978-80-553-0319-2, Technical Univ. Kosice Publishing House, Slovakia;
- b. Liviu Ciucan-Rusu, *Susținerea fenomenului antreprenorial, imperativ pentru dezvoltarea durabilă în context european*, 2013, ISBN 978-973-618-341-6, Ed. Expert, București;
- c. Liviu Ciucan-Rusu, *Managementul marketingului în economia cunoașterii*, Editura UPM, Tîrgu-Mureș, 2011, ISBN 978-606-581-040-2;
- d. Ramadani, B; Schneider, C, *Entrepreneurship in the Balkans*, , ISBN 978-3-642-36576-8, Springer-Verlag Berlin Heidelberg, 2013, capitol: *The Pyramid of Entrepreneurship in Romania: Towards New Approach*;
- e. Szabo Z K, Szabo A – coord., *Comparative Study on Entrepreneurship Education – National Case Studies*, 2009, ISBN 978-80-553-0332-1, Technical Univ. Kosice Publishing House, Slovakia capitol: *Entrepreneurship experiences in France*;
- f. Million J-C – coordonator, *Small Business Administration*, 2009, ISBN 978-80-553-0183-9; Technical Univ. Kosice Publishing House, Slovakia, capitole: *Accounting and Finance Management, Cost Analysis and Cost Management, Marketing and Communication for Small Businesses Management*;
- g. Fulop G – coord, *Entrepreneurship*, 2009, ISBN 978-80-553-0224-9, Technical Univ. Kosice Publishing House, Slovakia, capitol *Reasons and Motivations of bezing an antreprenneur*;
- h. Stefanescu D – coord, *Sustainable Development and Business Opportunities*, 2009, ISBN 978-80-553-0181-5, Technical Univ. Kosice Publishing House, Slovakia, subcapitol *The Globalization process in the knowledge based society*;
- i. Tripon A, et all, *Valorificarea produselor și serviciilor rurale*, 2007, ISBN 978-973-7665-82-9, Editura UPM capitole: *Planul de Marketing și utilitatea sa..., Gestiunea mix-ului de marketing..., Metode de evaluare a eficienței..., Managementul vânzărilor... ;*
- j. Tripon, A , Șimon, A, Ciucan-Rusu, L, *Agenda managerului de marketing*, 2003, ISBN 973-8084-87-3, Editura UPM, Tîrgu-Mureș;
- k. Balaye G. et all, *Performanță prin formare continuă*, 2003, ISBN 973-8084-88-1, Editura UPM, Tîrgu-Mureș, capitole: *Petite histoire de la pedagogie, Methodes pedagogiques...*

D) Articole sau studii în extenso – reviste

- a. Ciucan-Rusu L, *Action and reaction – case study from a business simulation*, Procedia Economics and Finance 3, 2012, ISSN: 2212-5671, pg 1243-1249;
- b. Ciucan-Rusu L, *Map of the entrepreneurial propensity of European students*, Procedia Economics and Finance 3, 2012, ISSN: 2212-5671, pg 1250-1255;
- c. Ciucan-Rusu L, *Organizational Culture and Management Behaviour in Romanian Companies*, Schriften zur Organisation swissenschaft - Selected papers from the VIII Chemnitz East Forum, 2009, ISSN 1612-7218, pg 102 – 115;
- d. Ciucan-Rusu L, Gabor MR, Apăvăloaie I, *Marketing research, a success factor for an entrepreneur*; Romanian Journal of Economics, 2011, Volume 33 – Issue 2, ISSN: 12205567, pg 125-137;
- e. Ciucan-Rusu L, Million JC, *Reasons and motivation of being an antreprenneur*, Studia Universitatis Petru Maior, series Oeconomica, ISSN 1843-1127, 2009, pg. 105-119;
- f. Ciucan-Rusu L, Petelean A, *Considerations about the development of HR in SMEs / Observații privind dezvoltarea resurselor umane în întreprinderile mici și mijlocii*, Revista de Management și Inginerie Economică, volumul 4, nr. 3, Cluj-Napoca, 2005, ISSN, pag. 87-94.

E) Publicații în extenso - conferințe internaționale

- a. Ciucan-Rusu L, *Organizational Culture and Management Behaviour in Romanian Companies*, Schriften zur Organisation swissenschaft - Selected papers from the VIII Chemnitz East Forum, 2009, ISSN 1612-7218, pg 102 – 115;
- b. Ciucan-Rusu L, *A study on ICT implication in global sustainable development*, Proceedings of International Conference on Economics, Law and Management, Volume 6, 2007, ISBN 978-963-661-797-4, pg 67-77
- c. Ciucan-Rusu L, Zaman G, *Changing the approach to support sustainable development through entrepreneurship - a case study*; Proceedings of the 9th International Conference on Management of Technological Changes; 2011, ISBN: 978-960-99486-1-6; pg 125-128;
- d. Ciucan-Rusu L, *A study on ICT implication in global sustainable development*, Proceedings of International Conference on Economics, Law and Management, Volume 6, 2007, ISBN 978-963-661-797-4, pg 67-77;
- e. Ciucan-Rusu L, Marginean A, Mihut I, *A study about the decision making process of consumers of bank loans*, Proceedings of the 6 th international conference on management of technological changes, 2009, ISBN 978-960-89832-7-4, pg 253-256;
- f. Ciucan-Rusu L, Szabo ZK, *A study about the innovative capacity and entrepreneurial orientation of Romanian future students*, Proceedings of the 6 th international conference on management of technological changes, 2009, ISBN 978-960-89832-7-4, pg 325-328;

- g. Mihuț I, Ciucan-Rusu L, Gabor ML, The impact of the ICT use on management behavior in Romanian organisations, Proceedings of the 5th International Conference “Management of Technological Changes”, 2007, ISBN 978-960-8932-1-2, pg 83-91;
- h. Ciucan-Rusu L, Pook L, *Facing Globalization*, ICELM 1 – Vol 4 Applied mathematics, Information technology, Statistics, 2004, ISBN 973-7794-35-1, pg 19-29;
- i. Ciucan-Rusu L, Balaye G, *Les abaques de calcul et leur application a la gestion d’entreprise*, ICELM 1 – Vol 4 Applied mathematics, Information technology, Statistics, 2004, ISBN 973-7794-35-1, pg 47-58;
- j. Ciucan-Rusu L, Mihut, I, *A study on management strategies of succesful companies in ICT field*, Proceedings of International Conferenceon Economics, Law and Management, Volume 3, 2007, ISBN 978-963-661-794-3, pg 196-206;
- k. Ciucan-Rusu L, Balaye G, *Analyse factorielle de la productivite, diagnostiques comparatifs inte-entreprises*, Proceedings of International Conferenceon Economics, Law and Management, Volume 3, 2007, ISBN 978-963-661-794-3, pg 144-155;
- l. Szabo ZK, Marian L, Ciucan-Rusu L, Georgescu M, *The role of the projects in the achievement of the organizational objectives*, 20th EGOS Colloquium, 2004, Lublijana;
- m. Ciucan-Rusu L, *Application of a project approach in marketing management*, 20th EGOS Colloquium, 2004, Lublijana;

F) Alte lucrări

- a. *Players Manual / Trainer Manual for Planet – business simulator*, Aleph Consulting Germany;
- b. *Entrepreneurship & Business projects* – IUT Louis Pasteur de Schiltigheim, Universite de Strasbourg;
- c. *Guide for BEST – Boost your Entrepreneurship Skills in Transilvania International Summer Academy*.