

## L I S T A

### lucrărilor științifice în domeniul disciplinelor din postul didactic

#### A. Teza de doctorat

*Modele și tehnici statistice în evaluarea rezervelor de hidrocarburi*, Academia de Studii Economice București, Facultatea de Cibernetică, Statistică și Informatică Economică, conducător științific prof. Univ. Dr. Pecican Ștefan Eugen, 2008

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

- B1. **Sima, Violeta** (ed.), *Organizational Culture and Behavioral Shifts in the Green Economy*. IGI Global, 2018
- B2. Lădaru, G. Raluca, **Sima, Violeta**, *Introducere în cercetări de marketing*, Editura ASE, București, 2017
- B3. **Sima, Violeta** & Gheorghe, Ileana Georgiana, *Green Performance Strategies in Romanian Economy in the View of EU 2020 Strategy* in Mihai, Mieilă (Ed.) *Measuring Sustainable Development and Green Investments in Contemporary Economies* (pp. 76-108), Hershey, PA: IGI Global, 2017 (<http://www.igi-global.com/chapter/green-performance-strategies-in-romanian-economy-in-the-view-of-eu-2020-strategy/174921>)
- B4. **Sima, Violeta** & Gheorghe, Ileana Georgiana, *Socio-Economic Perspectives on Consumer Engagement and Buying Behavior* in Hans Ruediger Kaufmann and Mohammad Fateh Ali Khan Panni (Eds.) *Customer Satisfaction in the Consumption of Green Products* (pp. 59-92) Hershey, PA: IGI Global, 2017 (<https://www.igi-global.com/chapter/customer-satisfaction-in-the-consumption-of-green-products/175999>)
- B5. **Sima, Violeta** & Gheorghe, Ileana Georgiana, *The Potential of Young People from Rural Communities in Romania* in Istudor Nicolae, Ignacio De Los Rios and Andrei Jean Vasile (Eds.) *Rural Communities in the Global Economy: Beyond The Classical Rural Economy Paradigms* (pp. 231-259), 2016, Nova Science Pub Inc. ISBN-10: 1536102385, 13: 978-1536102383
- B6. Mitu, Augustin, **Sima, Violeta**, Uță, Daniela, *Manual de Marketing*, Editura Universității din Ploiești, 2016, ISBN: 978-973-719-675-0
- B7. **Sima, Violeta** & Gheorghe, Ileana Georgiana, *Perception of Romanian Consumers on Ecological Products* in Jean-Vasile, Andrei (Ed.) *Food Science, Production, and Engineering in Contemporary Economies* (pp. 203-224), Hershey, PA: IGI Global, 2016 (<http://www.igi-global.com/chapter/perception-of-romanian-consumers-on-ecological-products/152446>)
- B8. **Sima, Violeta** & Gheorghe, Ileana Georgiana, *Green Customer Satisfaction* in A. Jean-Vasile, I. Andreea, & T. Adrian (Eds.) *Green Economic Structures in Modern Business and Society* (pp. 61-86). Hershey, PA: Business Science, 2015 (<http://www.igi-global.com/chapter/green-customer-satisfaction/129241>)
- B9. **Sima, Violeta** & Gheorghe, Ileana Georgiana, *Changing Consumption Patterns in Green Economy*, (pp. 186-212) in Popescu, G., & Jean-Vasile, A. (Eds.). *Agricultural Management Strategies in a Changing Economy* (pp. 1-439), Hershey, PA: IGI Global, 2015 (<http://www.igi-global.com/chapter/changing-consumption-patterns-in-green-economy/125991>)
- B10. **Sima, Violeta**, *Cercetări de marketing - abordări, metode și aplicații*, Editura Karta Graphic,

Ploiești, 2011, ISBN-13-978-606-8312-26-9.

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

- C1. **Sima, Violeta**, Gheorghe, I.G., Subić, J., Nancu, D., *Influences of the Industry 4.0 Revolution on the Human Capital Development and Consumer Behavior: A Systematic Review*, Sustainability 2020, 12(10), 4035, <https://doi.org/10.3390/su12104035>.
- C2. **Sima, Violeta**, Gheorghe, Ileana Georgiana, *Trends in the Evolution of Organic Products Market in Romania*, International Journal of Sustainable Economies Management, 7(2), 2018, pp 45-55
- C3. Nica, Elvira, **Sima, Violeta**, Gheorghe, Ileana, Drugau-Constantin, Andreea, Mirica, Catalina Oana, *Analysis of regional disparities in Romania from an entrepreneurial perspective*, Sustainability, 10(10), pp. 3450-3470; <https://doi.org/10.3390/su10103450>
- C4. **Sima, Violeta** and Gheorghe, Ileana Georgiana, *Women Entrepreneurship in Romania: Evolutions and Challenges*, International Journal of Sustainable Economies Management (IJSEM) 6, no. 3, pp. 26-34, 2017
- C5. Popescu, Gheorghe H., **Sima, Violeta**, Nica, Elvira and Gheorghe, Ileana Georgiana, *Measuring Sustainable Competitiveness in Contemporary Economies—Insights from European Economy* Sustainability, 9(7), 2017, pp. 1230-1255, <http://www.mdpi.com/2071-1050/9/7/1230>
- C6. **Sima, Violeta**, Gheorghe, Ileana Georgiana, *A multicriterial Analysis of National Competitiveness: Evidences for a Resilient Economy*, Industrija, 45(2), 2017, pp.45-64, <http://aseestant.ceon.rs/index.php/industrija/article/view/14121/5442>
- C7. **Sima, Violeta**, Gheorghe, Ileana Georgiana, *Challenges and Opportunities of the Ecological Footprinting in Romania*, Annals of the „Constantin Brâncuși” University of Târgu Jiu, Economy Series, Special Issue/2015 - Information society and sustainable development, pp. 108-113, [http://www.utgjiu.ro/revista/ec/pdf/2015-Special/01\\_Volum%20Azuga.pdf](http://www.utgjiu.ro/revista/ec/pdf/2015-Special/01_Volum%20Azuga.pdf)
- C8. **Sima, Violeta**, *Green Behaviour of the Romanian Consumers*, Economic Insights – Trends and Challenges, Vol.III (LXVI), No.3/2014, pag. 77-89, <http://www.upg-bulletin-se.ro/archive/2014-3/8.Sima.pdf>
- C9. **Sima, Violeta**, *Green Policies - determinant Vector for Competitiveness Enhancement*, Economic Insights – Trends and Challenges, Vol.III (LXVI), No.1/2014, p.95-106, revistă indexată în bazele de date internaționale: EconLit, EBSCO, DOAJ, <http://www.upg-bulletin-se.ro/archive/2013-1/15.Sima.pdf>
- C10. Gheorghe, Ileana Georgiana, **Sima, Violeta**, *Labour Market Analyze in the South Muntenia Region in Context of Sustainable Development*, Annals of the „Constantin Brâncuși” University of Târgu Jiu, Economy Series, Special Issue/2014- Information society and sustainable development, ISSN 2344–3685/ISSN-L 1844 – 7007, p. 124-130, revistă indexată în bazele de date internaționale: REPEC, IDEAS, EconPapers, Genamics, EBSCO, Cabell's, SCIPPIO, DOAJ, EconBiz, Ulrich's, [http://www.utgjiu.ro/revista/ec/pdf/2014\\_Special/23\\_Gheorghe,%20Sima.pdf](http://www.utgjiu.ro/revista/ec/pdf/2014_Special/23_Gheorghe,%20Sima.pdf)
- C11. **Sima, Violeta**, Gheorghe, Ileana Georgiana, *Labour Market Trends in Romania in the Context of Green Economy*, Annals of the „Constantin Brâncuși” University of Târgu Jiu, Economy Series, Special Issue/2014- Information society and sustainable development, ISSN 2344–3685/ISSN-L 1844 – 7007, pag. 114-123, revistă indexată în bazele de date internaționale: REPEC, IDEAS, EconPapers, Genamics, EBSCO, Cabell's, SCIPPIO, DOAJ, EconBiz, Ulrich's, [http://www.utgjiu.ro/revista/ec/pdf/2014\\_Special/22\\_Sima,%20Gheorghe.pdf](http://www.utgjiu.ro/revista/ec/pdf/2014_Special/22_Sima,%20Gheorghe.pdf)
- C12. **Sima, Violeta**, Gheorghe, Ileana Georgiana, *Analyze of Environmental Performance in Romania Based on Environmental Performance Index*, Annals of the „Constantin Brâncuși” University of Târgu Jiu, Economy Series, Issue 3/2014, ISSN 2344–3685/ISSN-L 1844 – 7007, pag. 101-104, revistă indexată în bazele de date internaționale: REPEC, IDEAS, EconPapers, Genamics, EBSCO, Cabell's, SCIPPIO, DOAJ, EconBiz, Ulrich's, [http://www.utgjiu.ro/revista/ec/pdf/2014-03/17\\_Sima.pdf](http://www.utgjiu.ro/revista/ec/pdf/2014-03/17_Sima.pdf)
- C13. **Sima, Violeta**, Gheorghe, Ileana Georgiana, *Transition to Green Economy in Romania*, Annals of the „Constantin Brâncuși” University of Târgu Jiu, Economy Series, Issue 3/2014, ISSN 2344–3685/ISSN-L 1844 – 7007, pag. 32-39, revistă indexată în bazele de date internaționale: REPEC, IDEAS, EconPapers, Genamics, EBSCO, Cabell's, SCIPPIO, DOAJ, EconBiz, Ulrich's, [http://www.utgjiu.ro/revista/ec/pdf/2014-03/06\\_Gheorghe.pdf](http://www.utgjiu.ro/revista/ec/pdf/2014-03/06_Gheorghe.pdf)
- C14. **Sima, Violeta**, *Organic Market in Romania - Actual Trends*, Proceedings of The 4th WSEAS International Conference on Business Administration (ICBA '13), Chania, Crete Island, Greece, August 27-29, 2013, ISI Proceedings

- C15. **Sima, Violeta**, *B2B Green Marketing in Romania*, Economic Insights – Trends and Challenges, Vol.II (LXV), No.4/2012, ISSN 2284-8576, p.151-158, revistă indexată în bazele de date internaționale: EconLit, EBSCO, DOAJ, <http://www.upg-bulletin-se.ro/archive/2013-1/15.Sima.pdf>
- C16. **Sima, Violeta**, Gheorghe, Ileana Georgiana, *Social Responsibility and SME's in Romania*, Petroleum-Gas University of Ploiești Bulletin, Economic Sciences Series, Vol.LXIII, Nr.1/2011, ISSN 1224-6832, p.92-100, revistă indexată în bazele de date internaționale: EconLit, EBSCO, DOAJ, [http://www.upg-bulletin-se.ro/archive/2011-1/11.%20Sima\\_Gheorghe.pdf](http://www.upg-bulletin-se.ro/archive/2011-1/11.%20Sima_Gheorghe.pdf)
- C17. **Sima, Violeta**, Gheorghe, Ileana Georgiana, *Corporate Social Integration in the Present Context*, Supplement Of „Quality Access To Success” Journal, Year 11, No.118, 2010, ISSN 1582-2559, p.142-145, revistă indexată în bazele de date internaționale: EBSCO, SCOPUS, [http://calitatea.srac.ro/en/arhiva/supliment/20101111\\_peec\\_vol2.pdf](http://calitatea.srac.ro/en/arhiva/supliment/20101111_peec_vol2.pdf)
- C18. **Sima, Violeta**, Gheorghe, Ileana Georgiana, *Green Dimensions of Strategic Marketing Objectives*, Supplement Of „Quality Access To Success” Journal, Year 11, No.118, 2010, ISSN 1582-2559, p.110-113, revistă indexată în bazele de date internaționale: EBSCO, SCOPUS, [http://calitatea.srac.ro/en/arhiva/supliment/20101111\\_peec\\_vol2.pdf](http://calitatea.srac.ro/en/arhiva/supliment/20101111_peec_vol2.pdf)
- C19. **Sima, Violeta**, *Motivations for a Systemic Approach of the Innovative Strategies for a „Green” Product*, Petroleum-Gas University of Ploiești Bulletin, Economic Sciences Series, Vol.LXII, Nr.3/2010, ISSN 1224-6832, p.104-111, revistă indexată în bazele de date internaționale: EconLit, EBSCO, DOAJ, CABELL'S, <http://www.upg-bulletin-se.ro/archive/2010-3/11.%20Sima.pdf>
- C20. **Sima, Violeta**, Gheorghe, Ileana Georgiana, *How Corporate Social Responsibility can contribute to Sustainable Development of Society*, Supplement Of „Quality Access To Success” Journal, Year 11, Vol.11, No.113 Special, 2010, ISSN 1582-2559, p.584-592, revistă indexată în bazele de date internaționale: EBSCO, SCOPUS, <http://conferinta.academiacomerciala.ro/Quality%20access%20to%20success.pdf>
- C21. **Sima, Violeta**, Gheorghe, Ileana Georgiana, *Globalization - Deglobalization in Romania*, Annals Of The Oradea University, Fascicle of Management and Technological Engineering, Vol. XIX (IX), 2010, Nr.2, p.4210-215, lucrare publicată în volum ISSN: 1582 - 5450, Proceedings of “IMT Oradea” 2010, <http://imtuoradea.ro/auo.fmte/files-2010-v2/MANAGEMENT/Sima%20Violeta%20L2.pdf>
- C22. **Sima, Violeta**, Gheorghe, Ileana Georgiana, *CSR Approaches in Romanian Context of the Economic Crisis*, Annals Of The Oradea University, Fascicle of Management and Technological Engineering, Vol.XIX (IX), 2010, Nr.1, p.4.256-259, ISSN: 1582 – 5450, Proceedings of “IMT Oradea” 2010, <http://imtuoradea.ro/auo.fmte/files-2010-v1/MANAGEMENT/SIMA%20Violeta%20L1.pdf>
- C23. **Sima, Violeta**, Gheorghe, Ileana Georgiana, *Corporate Social Responsibility as a Strategic Management Tool in the Current Economic Context*, Supplement Of „Quality Access To Success” Journal, Year 11, Vol.11, No.113 Special, 2010, ISSN 1582-2559, p.154-162, revistă indexată în bazele de date internaționale: EBSCO, SCOPUS, <http://conferinta.academiacomerciala.ro/Quality%20access%20to%20success.pdf>
- C24. **Sima, Violeta**, Gheorghe, Ileana Georgiana, *Labour Force and Corporatist Culture in Context of the Economic Crisis*, Annals Of The Oradea University, Fascicle of Management and Technological Engineering, Vol. VIII (XVIII), 2009, p.2128-2132, Proceedings of “IMT Oradea” 2009, ISSN 1583 - 0691, [http://imtuoradea.ro/auo.fmte/files-2009/MANAGEMENT\\_files/SIMA%20Violeta1.pdf](http://imtuoradea.ro/auo.fmte/files-2009/MANAGEMENT_files/SIMA%20Violeta1.pdf)
- C25. **Sima, Violeta**, Gheorghe, Ileana Georgiana, *The Green Strategy Mix – A New Marketing Approach*, Proceedings of The 13th IBIMA Conference on Knowledge Management and Innovation in Advancing Economies, Analyses & Solutions, 9-10 November 2009, Marrakech, Morocco, p.1344-1347, ISBN: 978-0-9821489-2-1; ISI Proceedings
- C26. **Sima, Violeta**, Gheorghe, Ileana Georgiana, *Green Attitude: Romanian People Attitude towards the Green Dimension*, Proceedings of The 13th IBIMA Conference on Knowledge Management and Innovation in Advancing Economies, Analyses & Solutions, 9-10 November 2009, Marrakech, Morocco, p.1338-1343, ISBN: 978-0-9821489-2-1; ISI Proceedings
- C27. **Sima, Violeta**, Gheorghe, Ileana Georgiana, *The ‘Green Dimension’ of Customer satisfaction*, Proceedings of The 12th IBIMA Conference, “Creating Global Economies through Innovation and Knowledge Management”, Kuala Lumpur, Malaysia, Iunie 2009, ISBN: 978-0-9821489-1-4, p.1638-1641, ISI Proceedings
- C28. **Sima, Violeta**, Gheorghe, Ileana Georgiana, *Eco-Efficiency – A Romanian Perspective*, Proceedings of The 12th IBIMA Conference, “Creating Global Economies through Innovation and

- Knowledge Management”, Kuala Lumpur, Malaysia, Iunie 2009, ISBN: 978-0-9821489-1-4, p.1642-1650, ISI Proceedings
- C29. **Sima, Violeta**, Gheorghe, Ileana Georgiana, *Appropriate Marketing Strategies for Romanian SMEs for the Crisis Period*, Proceedings of 11th IBIMA Conference, “Innovation and Knowledge Management in Twin Track Economies, Cairo, 4-6 ianuarie 2009, p.1687-1691, ISBN 978-0-9821489-0-7, ISI Proceedings
- C30. Gheorghe, Ileana Georgiana, **Sima, Violeta**, *The Strategic Concept of Spatial Development – Romanian Particularities*, Proceedings of 11th IBIMA Conference, “Innovation and Knowledge Management in Twin Track Economies, Cairo, 4-6 ianuarie 2009, p.1692-1694, ISBN 978-0-9821489-0-7, ISI Proceedings
- C31. **Sima, Violeta**, Gheorghe, Ileana Georgiana, *The Opportunity for Reconsideration of the Dimensions of the Assessment Model of the Customers Satisfaction*, Communications of the IBIMA Journal, United States, No.9, Issue: 9, 2009, ISSN: 1943-7765, p.64-68, revistă indexată DOAJ, <http://www.ibimapublishing.com/journals/CIBIMA/volume9/v9n9.pdf>
- C32. **Sima, Violeta**, Gheorghe, Ileana Georgiana, *The Romanian Entrepreneurial Venture Profile Types*, Communications of the IBIMA Journal, United States, Vol.9, Issue: 8, 2009, ISSN: 1943-7765, p.56-63, revistă indexată DOAJ, <http://www.ibimapublishing.com/journals/CIBIMA/volume9/v9n8.pdf>

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

- D1. **Sima, Violeta**, Gheorghe, Ileana Georgiana, Mitu, Augustin, *The Feminine Entrepreneurship in Romania and New Ways for its Development*, Proceedings of North International Conference of Economics NICE 2016, September 23 – 24, 2016, Baia Mare, Romania, ISSN 2537-2807
- D2. **Sima, Violeta**, Ibrahim, Mostafa A.R., Gheorghe, Ileana Georgiana, *Progress Directions of the Human Capital Within the Sustainable Economy Context in Romania*, Proceedings of The 3rd International Conference “Economic Scientific Research – Theoretical, Empirical and Practical Approaches”, Bucharest, December 3-4 2015 – sub tipar (<http://conferinte-ince.ro/Agenda-ESPERA-2015.pdf>)
- D3. **Sima, Violeta**, Gheorghe, Ileana Georgiana, *From Corporate Social Responsibility to Corporate Social Integration in Romanian context*, Proceedings of The International Scientific Conference ECO-TREND 2010, VIIth Edition, “Constantin Brâncuși” 26-28 November 2010, Section 2 Management-Marketing, p.317-322, lucrare publicată în volum ISBN: 978-973-144-409-3
- D4. **Sima, Violeta**, Gheorghe, Ileana Georgiana, *New Meanings for CSR through the green dimension – a Romanian consumer perspective*, Proceedings of The Eco-Economic Challenges for XXI Century Conference, 2010, Universitatea “Alexandru Ioan Cuza” Iași, Facultatea de Economie și Administrarea Afacerilor p.283-290, ISBN: 978-973-702-763-4
- D5. **Sima, Violeta**, Gheorghe, Ileana Georgiana, *Strategic Marketing Objectives For a Green Dimension of The Customer Satisfaction Model*, Proceedings of The 17th International Economic Conference – IECS 2010 “THE ECONOMIC WORLD’ DESTINY: CRISIS AND GLOBALIZATION?”, “Lucian Blaga” University of Sibiu, May 13-14 2010, p.212-216, lucrare publicată în volum ISBN: 978-973-739-987-8, ISI Proceedings
- D6. **Sima, Violeta**, *Implications of the Sustainable Development for Consumer Behaviour*, Proceedings of The International Session of XIth Scientific Papers "Scientific Research and Education in Air Force", Academia Forțelor Aeriene “Henri Coandă” Brașov, 20-22 mai 2009, Secțiunea 2, p.328-334, ISBN 978-973-8415-67-6, <http://www.afahc.ro/afases/arhiva.html>
- D7. **Sima, Violeta**, Gheorghe, Ileana Georgiana, *Possibilities for growth of the Romanian firms competitiveness by benchmarking methodologies application*, Proceedings of The International Session of XIth Scientific Papers "Scientific Research and Education in Air Force", Academia Forțelor Aeriene “Henri Coandă” Brașov, 20-22 mai 2009, Secțiunea 2, p.335-340, ISBN 978-973-8415-67-6, <http://www.afahc.ro/afases/arhiva.html>

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Conf. univ. dr. ing. Sima Violeta