

LISTA DE LUCRĂRI

Nume, prenume candidat: **OLARIU IOANA**

Post (Nr./Grad didactic): **12/Lector**

Domeniul postului scos la concurs: **Marketing**

Disciplinele: **Relații publice, Tehnici de vânzare, Programe aplicative de marketing, Marketingul micilor afaceri, Marketing direct, Distribuție și merchandising, Marketing**

Departament: **Marketing și Management**

Facultatea de **Științe Economice**

a. Lista celor 10 lucrări considerate a fi cele mai relevante pentru realizările profesionale proprii:

1. **Olariu, I.** - *An Overview On Retail Reverse Logistics*, Studies and Scientific Researches. Economics Edition, nr. 19, 2014, ISSN 2066-561X (print), 2344-1321 (online), 7 pg., indexată RePEc, DOAJ, WorldCat, Ulrich's Periodicals Directory, BASE;
2. **Olariu, I.** - *Selling, Delivery And Trade Marketing – An Operational Trident Of The Distribution System*, Studies and Scientific Researches. Economics Edition, nr. 18, 2013, ISSN 2066-561X (print), 2344-1321 (online), 5 pg., indexată RePEc, DOAJ, WorldCat, Ulrich's Periodicals Directory, BASE;
3. **Olariu, I.** - *Conceptual Issues Regarding Reverse Logistics*, Studies and Scientific Researches. Economics Edition, nr. 18, 2013, ISSN 2066-561X (print), 2344-1321 (online), 6 pg., indexată RePEc, DOAJ, WorldCat, Ulrich's Periodicals Directory, BASE;
4. **Olariu (Barin), I.** - *Implementation of RCM (Retail Classification Methodology) concept in the distribution system*, Studies and Scientific Researches - Economic Edition, nr. 14, 2009, ISSN 2066 - 561X, 5 pg., indexată RePEc, DOAJ, WorldCat, Ulrich's Periodicals Directory, BASE;
5. **Olariu, I.** - *FMCG companies specific distribution channels*, Studies and Scientific Researches - Economic Edition, nr. 14, 2009, ISSN 2066 - 561X, 5 pg., indexată RePEc, DOAJ, WorldCat, Ulrich's Periodicals Directory, BASE;
6. **Olariu (Barin), I.** - *The use of reading nonverbal messages from customers*, Analele Universitatii din Oradea. Stiinte Economice, Volumul IV - Sectiunea: Management, Marketing and Economic Informatics TOM XVIII, 2009, ISSN 1582 – 5450, 4 pg., indexată RePEc, DOAJ, EBSCO, SCIPPIO;
7. **Olariu, I., Prihoancă, D.** - *Design of effective distribution channels*, Proceedings of the 5th International Conference on Business Excellence, , Universitatea "Transilvania" din Brașov, Romania, ISSN 978-973-1747-23-1, 2010, 4 pg., indexată Web of Science;

8. **Olariu (Barin), I.**, Epuran, Ghe. - *What makes a successful salesperson?*, Proceedings of the 4th International Conference on Business Excellence, Universitatea "Transilvania" din Braşov, ISBN 978-973-1747-11-8, 2009, 4 pg., indexată Web of Science;
9. **Olariu (Barin), I.** - *Consumer Dialogue – A Two-Way Approach to Building Relationships with Customers*, The Proceedings of the International Conference "Marketing – from Information to Decision", 2008, Alma Mater Publishing House, Cluj Napoca, ISBN 978-606-504-054-0, 13 pg.
10. Prihoancă, D., **Olariu (Barin), I.** - *In-Store Brand Communication*, Proceedings of the 3rd International Conference on Business Excellence, Special Issue of "Review of Management and Economic Engineering", vol 7, nr. 7, 2008, ISSN 1583-624X, 4 pg.

b. Teza de doctorat

"Implementarea modelelor matematice în procesele decizionale de distribuție", Facultatea de Ştiinţe Economice şi Administrarea Afacerilor, Universitatea "Transilvania" din Braşov, domeniul Marketing, 331 pg., susţinută în septembrie 2014.

c. Carti si capitole in carti

1. **Olariu, I.** - *„Distribuția inversă în retailingul modern”*, Editura Alma Mater a Universității „Vasile Alecsandri” din Bacău, 2015; ISBN 978-973-1833-87-3; 201 pg.;
2. **Olariu, I.** - *„Tehnici de vânzare – note de curs”* Editura Alma Mater a Universității „Vasile Alecsandri” din Bacău, 2015; ISBN 978-606-527-464-8; 103 pg.

d. Articole/studii in extenso, publicate în reviste din fluxul științific internațional principal

1. **Olariu, I.** - *Decision-Making Strategies Regarding Logistics Organization*, Studies and Scientific Researches. Economics Edition, nr. 19, 2014, ISSN 2066-561X (print), 2344-1321 (online), 5 pg., indexată RePEc, DOAJ, WorldCat, Ulrich's Periodicals Directory, BASE ;
2. **Olariu, I.** - *An Overview On Retail Reverse Logistics*, Studies and Scientific Researches. Economics Edition, nr. 19, 2014, ISSN 2066-561X (print), 2344-1321 (online), 7 pg., indexată RePEc, DOAJ, WorldCat, Ulrich's Periodicals Directory, BASE;
3. **Olariu, I.** - *Selling, Delivery And Trade Marketing – An Operational Trident Of The Distribution System*, Studies and Scientific Researches. Economics Edition, nr. 18, 2013, ISSN 2066-561X (print), 2344-1321 (online), 5 pg., indexată RePEc, DOAJ, WorldCat, Ulrich's Periodicals Directory, BASE;

4. **Olariu, I.** - *Conceptual Issues Regarding Reverse Logistics*, Studies and Scientific Researches. Economics Edition, nr. 18, 2013, ISSN 2066-561X (print), 2344-1321 (online), 6 pg., indexată RePEc, DOAJ, WorldCat, Ulrich's Periodicals Directory, BASE;
5. **Olariu, I.**, Epuran, Ghe. - *Performing Detailed Diagnostics Using a Hypothesis Driven Approach*, International Conference "Risk in Contemporary Economy", XIIIth Edition, 2012, Galați, România, ISSN 2067-0532, 6 pg., indexată RePEc, EconPapers, DOAJ;
6. **Olariu, I.** - *Implications of the main mathematical methods on marketing decision making process*, Studies and Scientific Researches. Economic Edition, vol. 16-17, 2011-2012, ISSN 2066 - 561X, 4 pg., indexată RePEc, DOAJ, WorldCat, Ulrich's Periodicals Directory, BASE;
7. **Olariu, I.** - *Integration of mathematical models in marketing theory and practice*, Studies and Scientific Researches. Economic Edition, vol. 16-17, 2011-2012, ISSN 2066 - 561X, 5 pg., indexată RePEc, DOAJ, WorldCat, Ulrich's Periodicals Directory, BASE;
8. **Olariu, I.** - *The importance of efficient territory management in distribution planning*, Studies and Scientific Researches - Economic Edition, vol. II, nr. 15, 2010, ISSN 2066 - 561X, 5 pg., indexată RePEc, DOAJ, WorldCat, Ulrich's Periodicals Directory, BASE;
9. **Olariu, I.** - *Implementation of RCM (Retail Classification Methodology) concept in the distribution system*, Studies and Scientific Researches - Economic Edition, nr. 14, 2009, ISSN 2066 - 561X, 5 pg., indexată RePEc, DOAJ, WorldCat, Ulrich's Periodicals Directory, BASE;
10. **Olariu, I.** - *FMCG companies specific distribution channels*, Studies and Scientific Researches - Economic Edition, nr. 14, 2009, ISSN 2066 - 561X, 5 pg., indexată RePEc, DOAJ, WorldCat, Ulrich's Periodicals Directory, BASE;
11. Nichifor, B, **Olariu (Barin), I.** - *Consumer Products and Services Value Perception*, Studies and Scientific Researches - Economic Edition, nr. 13, 2008, ISSN 1224 – 9858, 5 pg., indexată RePEc, DOAJ, WorldCat, Ulrich's Periodicals Directory, BASE;
12. **Olariu (Barin), I.** - *The use of reading nonverbal messages from customers*, Analele Universitatii din Oradea. Stiinte Economice, Volumul IV - Sectiunea: Management, Marketing and Economic Informatics TOM XVIII, 2009, ISSN 1582 – 5450, 4 pg., indexată RePEc, DOAJ, EBSCO, SCIPPIO;
13. **Olariu (Barin), I.**, Prihoancă, D. - *Regulation and marketing to children*, Analele Universității din Oradea. Științe Economice, Volumul IV - Secțiunea: Management, Marketing and Economic Informatics, TOM XVIII, 2009, ISSN 1582 – 5450, 5 pg., indexată RePEc, DOAJ, EBSCO, SCIPPIO;

14. Epuran, Ghe., **Olariu (Barin), I.** - *The Postmodernism of Modern Marketing*, The Ninth International Conference: The Risk in the Contemporary Economy (RCE 9 – 2007), Universitatea „Dunarea de Jos” Galați, 29-30 Noiembrie 2007, ISBN 978-973-7845-58-0, 8 pg., indexată RePEc, EconPapers, DOAJ.

e. Publicații in extenso, apărute în lucrări ale principalelor conferințe internaționale de specialitate:

1. **Olariu, I.** - *Implications of the main mathematical methods on marketing decision making process*, International Conference “Contemporary Economy and Romanian Realities”, 6th Edition, „Vasile Alecsandri” University of Bacău, Faculty of Economic Sciences, 22-24 November 2012;
2. **Olariu, I.** - *Integration of mathematical models in marketing theory and practice*, International Conference “Contemporary Economy and Romanian Realities”, 6th Edition, „Vasile Alecsandri” University of Bacău, Faculty of Economic Sciences, 22-24 November 2012;
3. **Olariu, I.**, Epuran, Ghe. - *Performing Detailed Diagnostics Using A Hypothesis Driven Approach*, International Conference “Risk in Contemporary Economy”, XIIIth Edition, „Dunărea de Jos” University Of Galați, Faculty of Economics and Business Administration, 26-27 October 2012;
4. **Olariu, I.**, Prihoancă, D. - *Design of effective distribution channels*, „International Conference on Business Excellence”, Universitatea ”Transilvania” din Brașov, 15-16 Octombrie 2010;
5. **Olariu, I.** - *An overview of why sales jobs are so rewarding*, The International Conference „European Integration – New Challenges”, 6th Edition, Universitatea din Oradea, 28-29 mai 2010;
6. **Olariu, I.** - *The importance of efficient territory management in distribution planning*, The Fifth International Conference "Contemporary Economy and Romanian Realities", Universitatea „Vasile Alecsandri” din Bacău, Facultatea de Științe Economice, 16-18 Aprilie 2010;
7. **Olariu (Barin), I.**, Epuran, Ghe. - *What makes a successful salesperson?*, „International Conference on Business Excellence”, Universitatea ”Transilvania” din Brașov, 16-17 Octombrie 2009;
8. **Olariu (Barin), I.**, Prihoancă, D. - *Regulation and marketing to children*, Conferința Internațională de Comunicări Științifice "Integrarea Europeană - noi provocări pentru economia României", Ediția a V-a, Oradea, 29-30 Mai 2009;

9. **Olariu (Barin), I.** - *The use of reading nonverbal messages from customers*, The International Conference „European Integration – New Challenges”, Ediția a V-a, Oradea, 29-30 Mai 2009;
10. **Olariu (Barin), I.** - *Consumer Dialogue – A Two-Way Approach to Building Relationships with Customers*, Conferința internațională: “Marketing - from Information to Decision”, FSEGA, Cluj-Napoca, 30-31 Octombrie 2008;
11. Prihoancă, D., **Olariu (Barin), I.** - *Sales Promotion Abuse*, Conferința internațională: “Marketing - from Information to Decision”, FSEGA, Cluj-Napoca, 30-31 Octombrie 2008;
12. Prihoanca, D., **Olariu (Barin), I.** - *In-store Brand Communication*, Conferința internațională: “International Conference on Business Excellence-ICBE”, Facultatea ”Transilvania” din Brașov, 17-18 Octombrie 2008;
13. **Olariu (Barin), I.** - *Ethics in Tobacco Business - An Approach in the Context of CSR*, Conferința internațională: “International Conference on Business Excellence-ICBE”, Facultatea ”Transilvania” din Brașov, 17-18 Octombrie 2008;
14. Epuran, Ghe., **Olariu (Barin), I.** - *The Postmodernism of Modern Marketing*, The Ninth International Conference: The Risk in the Contemporary Economy (RCE 9 – 2007), Universitatea „Dunărea de Jos” Galați, 29-30 Noiembrie 2007;
15. Epuran, Ghe., **Olariu (Barin), I.**, Duhalm, S. - *An Overview on the Romanian Market for Cosmetics and Toiletries*, Conferința Internațională „Marketing and Development 1971-2006: 35 Years of Marketing in Romania,, Academia de Studii Economice București, 23-24 Noiembrie 2006.

f. Alte lucrări și contribuții științifice

1. **Olariu, I.** - *An overview of why sales jobs are so rewarding*, Proceedings of the International Conference European Integration – New Challenges,, 6th Edition, ISBN 978-606-10-0149-1, 5 pg., Universitatea din Oradea, 2010;
2. Epuran, Ghe., **Olariu (Barin), I.** - *The Tobacco Category Management*, Supplement - The Annals of Valahia University of Targoviste; Section Economic Sciences – “Redesign of the Supply Chain Management for an Efficient Consumer Response in Terms of Crisis”, ISSN 2065-4058, 9 pg., Târgoviște, 2009;
3. Prihoancă, D., **Olariu (Barin), I.** - *Administrarea lanțului secundar de aprovizionare*, „Al treilea Simpozion ECR Academic Partnership-Romania - Reproiectarea managementului lanțului logistic pentru un răspuns eficient consumatorului în condiții de criză”, ISSN 2066-7841, 9 pg., Universitatea Valahia, Târgoviște, 24-25 Aprilie 2009;

4. **Olariu (Barin), I.** - *Consumer Dialogue – A Two-Way Approach to Building Relationships with Customers*, The Proceedings of the International Conference “Marketing – from Information to Decision”, 2008, Alma Mater Publishing House, Cluj Napoca, ISBN 978-606-504-054-0, 13 pg.
5. Prihoancă, D., **Olariu (Barin), I.** - *Sales Promotion Abuse*, The Proceedings of the International Conference “Marketing – from Information to Decision”, 2008, Alma Mater Publishing House, Cluj Napoca, ISBN 978-606-504-054-0, 14 pg.
6. Prihoancă, D., **Olariu (Barin), I.** - *In-Store Brand Communication*, Proceedings of the 3rd International Conference on Business Excellence, Special Issue of “Review of Management and Economic Engineering”, vol 7, nr. 7, 2008, ISSN 1583-624X, 4 pg.
7. **Olariu (Barin), I.** - *Ethics in Tobacco Business an Approach in the Context of CSR*, Proceedings of the 3rd International Conference on Business Excellence, Special Issue of “Review of Management and Economic Engineering”, vol. 7, nr. 5, 2008, ISSN 1583-624X, 4 pg., Universitatea ”Transilvania” din Braşov, 17-18 Octombrie 2008.
8. Prihoancă, D., **Olariu (Barin), I.**, Duhalm, S. - *Aspecte privind Internetul și contribuțiile acestuia la dezvoltarea mediului de afaceri*, „Contabilitatea și Tehnologiile Informației și Comunicării”, Editura EduSoft, ISBN 978-973-1882-04-8, 11 pg., Bacău, 2007;
9. Nichifor, B., Zait, L., **Olariu (Barin), I.** - *Organizarea demersului publicitar în contextul piețelor internaționale*, Revista de marketing online, ISSN 1843/0678, 7 pg., 2007.

Data,

11.06.2015

Semnătura,