
LISTA DE LUCRĂRI: (perioada 2000-PREZENT)
Mariana JUGĂNARU - Profesor universitar doctor / din 2001

1. Teza de doctorat

T.1. Implicațiile economico-sociale ale designului de ambalaj, Facultatea de Comerț, ASE București, mai 1996

2. Cărți și capitole în volume colective

C.1. Jugănaru, Mariana, Jugănaru, Ion-Dănuț, Moraru, Andreea Daniela. (2024). Online Economic Higher Education in a Multidisciplinary University in Romania—*Challenges During the COVID-19 Pandemic and the Consequences of Returning to Traditional Face-To-Face Interaction*. In: Puiu, S., Idowu, S.O. (eds) *Online Education During COVID-19 and Beyond. CSR, Sustainability, Ethics & Governance*. Springer, Cham. https://doi.org/10.1007/978-3-031-49353-9_8, 2024, Print ISBN 978-3-031-49352-2, Online ISBN 978-3-031-49353-9, pp 143–160

C.2. Jugănaru Ion-Dănuț (coordonator), Cheramidoglu, Const., **Jugănaru Mariana** (2020). *Monografia Camerei de Comerț Constanta. la 140 de ani de la înființarea primei Camere de Comerț a Dobrogei. la Constanta si la 30 de ani de la reînființarea Camerei Constanțene*, Editura Muntenia, Constanța, septembrie 2020, ISBN 978-973-692-456-9

C.3. Aivaz Kamer Ainur, Jugănaru Mariana, Jugănaru Ion Dănuț (2019). Crime Control and Tourist Safety: A Case Study of the Romanian Seashore, in: *Yellow Tourism. Crime and Corruption in the Holiday Sector* (Editors: Papathanassis, Alexis, Katsios, Stavros, Dinu, Nicoleta, Ramona), Springer, pp.29-69, ISBN 978-3-319-94664-1, <https://link.springer.com/book/10.1007/978-3-319-94664-1>

C.4. Jugănaru Mariana (2013). *Model de cercetare interdisciplinară*, Editura Monitorul Oficial, București, ISBN 978-973-567-854-8.

C.5. Jugănaru Mariana (2007). *Marketing internațional*, Editura Expert, București, ISBN 973-618-110-3; 978-973-618-110-8.

C.6. Jugănaru Mariana (2000, 2003). *Marketing*, Ed. EXPERT, București, ISBN 973-8177-04-6, 250 pg.

C.7. Jugănaru Mariana (în colectiv de autori, coord. Prof.univ.dr. Victor Ploae) (2000). *Teste grilă de economie pentru admiterea în învățământul superior*, Ed. EXPONTO, Constanța, ISBN 973-8036-25-9, 315 pg.

3. Articole/studii publicate în extenso, în reviste de specialitate de circulație internațională recunoscute, indexate Web of Science

ISL1. Jugănaru, M., Jugănaru, I. D., Moraru, A.-D., & Duhnea, C. (2025). When “More” Is “Too Much”—A Study on Tourists’ Perception Regarding Beach Restoration in Mamaia on the Romanian Black Sea Coast. *Sustainability*, 17(3), 922. <https://doi.org/10.3390/su17030922>. WOS:001419475600001

ISL2. Türkeş, M.C., Stăncioiu, A.F., Orzan, M.C., Jugănaru, M., Marinescu, R.-C. and Jugănaru, I.D. (2024), Changes in the labour market: the perceptions of Romanian employees regarding the use of telework in the post-pandemic period, *Employee Relations*, Vol. 46 No. 3, pp. 585-621. <https://doi.org/10.1108/ER-06-2023-0317>. WOS:001167578600001.

ISL3. Moraru, A.D., Duhnea, C., Barbulescu, A., Jugănaru, M., Jugănaru, I.D. (2021). Residents’ Attitude toward Tourism—Do the Benefits Outweigh the Downsides? The Case of Constanta, Romania, *Sustainability*, 13, 882. <https://doi.org/10.3390/su13020882>. WOS:000611739400001

ISL4. Jugănaru, M., Aivaz, K.A., Jugănaru I.D. (2017). A Comparative Analysis Regarding the Seasonality of the Number of Monthly Overnight Stays in Romania and the European Union in 2005-2016. *Transformations in Business & Economics*, Vol. 16, No 2A (41A), pp. 513-530. WOS: 000418877400005.

4. Articole / studii publicate în volumele conferințelor indexate ISI CPCI

ISI CPCL1. Aivaz, K.A., Jugănaru, M., Jugănaru, I.D. (2019). Crime Control and Tourist Safety: A Case Study of the Romanian Seashore, in: Papathanassis, A., Katsios, S., Dinu, N. R. (Eds.). *Yellow Tourism. Crime and Corruption in the Holiday Sector*. Springer, pp.29-69, ISBN 978-3-319-94664-1; 978-3-319-94663-4 <https://link.springer.com/book/10.1007/978-3-319-94664-1>, WOS: 000455878800003.

ISI CPCL2. Jugănaru, I.D., Jugănaru, M., Aivaz, K.A. (2017). Analysis of the crime "theft from hotel and motel rooms and camping", a case study on the Romanian seashore, International e-conference Enterprises in the Global Economy 2nd Edition – 21st June 2017. FILODIRITTO INTERNATIONAL PROCEEDINGS, ISBN 978-88-95922-97-3, pp.72-81. WOS:000426793600010.

ISI CPCL3. Aivaz, K.A., Jugănaru, I.D., **Jugănaru, M.** (2017). Comparative Analysis of the Monthly Number of Overnight Stays Seasonality from Romania and Bulgaria between 2015-2016, Internationale-conference Enterprises in the Global Economy 2nd Edition – 21st June 2017. FILODIRITTO INTERNATIONAL PROCEEDINGS, ISBN 978-88-95922-97-3, pp.6-15. WOS:000426793600001.

ISI CPCL4. **Juganaru, M.**, Juganaru, I.D., Moraru, A.D., Aivaz, K.A. (2010). The Necessity to Use Competences in Order to Sustain the Reform of Curricula in Romanian Higher Education, Conference: 6th International Seminar on the Quality Management in Higher Education, Tulcea, Romania, 8-9 July 2010, „Quality Management in Higher Education, Vol 1”, pp: 447-450, 2010, ISBN:978-973-662-567-1. WOS:000288291800113.

ISI CPCL5. Mirea, M., Aivaz, K.A., **Jugănaru, M.**, Jugănaru, I.D. (2009). The economic impact of the Constanta county maritime ports, în Proceedings of the The 6th International Conference Management of Technological Changes (MTC 2009), Sustainable Development through Technological Changes, organized by Gh. Asachi Technical University of Iasi, Romania, on 3rd -5th September 2009, Alexandroupolis, Greece, Publisher: DEMOCRITUS UNIV THRACE, ISBN 978-960-89832-8-1. WOS:000273226200043.

ISI CPCL6. Aivaz, K.A., Mirea, M., Vancea, D.P.C., **Jugănaru, M.**, Jugănaru, I.D. (2009). An analysis of the Black Sea port operators productivity by means of the Malmquist indices, The 6th International Conference Management of Technological Changes (MTC 2009), Sustainable Development through Technological Changes, organized by Gh. Asachi Technical University of Iasi, Romania, on 3rd -5th September 2009, Alexandroupolis, Greece, Publisher: DEMOCRITUS UNIV THRACE, ISBN 978-960-89832-7-4. WOS:000273225100109.

ISI CPCL7. Aivaz, K.A., Mirea, M., **Jugănaru, M.**, Jugănaru, I.D. (2008). The Dominance of English on the Internet and how other languages interact in the communication, The 5th International Seminar on Quality Management in Higher Education, organised by “Gh. Asachi” Technical University of Iasi, Romania, 2008, ISBN: 978-973-730-496-4. WOS:000260248300026.

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5. Articole publicate în reviste indexate în baze de date internaționale

Rbdi.1. **Mariana Jugănaru**, Amina Ferat, Felicia Rusu, Sorina-Raula Gîrboveanu (2024). Examining the Purchasing Behaviour of Specific Medical Services within a Private Physiotherapy Clinic. *MANAGEMENT & MARKETING*, Volume XXII, issue 2/2024, pp.151-164, DOI: 10.52846/MNMK.22.2.01

Rbdi.2. **Mariana Jugănaru**, Felicia Baltă Rusu, Daniela Popescu (2024). Study on the impact of the market situation on the economic results of a company specialized in the sale of jewelery. *MANAGEMENT & MARKETING*, Volume XXII, issue 1/2024, pp. 29-39, DOI: 10.52846/MNMK.22.1.02

Rbdi.3. **Mariana Jugănaru**, Daniela Popescu, Sorina Gîrboveanu (2023). The Impact of Intelligent Virtual Assistants on Buying Behavior. *“Ovidius” University Annals, Economic Sciences Series*, Volume XXIII, Issue 1 /2023, pg. 659-668.

Rbdi.4. **Mariana Jugănaru**, Daniela Popescu, Felicia Baltă Rusu (2023). Investigating Jewellery Buying Behaviour During the Pandemic. *“Ovidius” University Annals, Economic Sciences Series*, Volume XXIII, Issue 1 /2023, pg. 668-688.

Rbdi.5. **Mariana Jugănaru**, Iulia Maria Drăghici (2022). Changes in Terms of Buying Behavior Influenced by the Pandemic Period and the Economic Crisis. *“Ovidius” University Annals, Economic Sciences Series*, Volume XXII, Issue 2 /2022, pg. 614-622.

Rbdi.6. **Mariana Jugănaru**, Răzvan Ionuț Drugă (2022). The Use of Marketing Research in Studying the Internationalization of Higher Education at “Ovidius” University in Constanța, *“Ovidius” University Annals, Economic Sciences Series*, Volume XXII, Issue 2 /2022 pg. 622-630.

Rbdi.7. **Mariana Jugănaru** (2022). Concerns regarding the orientation of higher education in Romania. Flexibility - a current requirement. *“Ovidius” University Annals, Economic Sciences Series*, Volume XXII, Issue 1, pp. 603-612.

Rbdi.8. **Mariana Jugănaru**, Andreea Alina Soltaniuc (2022). The importance of marketing research in shaping the entrepreneurial culture. *“Ovidius” University Annals, Economic Sciences Series*, Volume XXII, Issue 1, pp. 613-623.

Rbdi.9. **Mariana Jugănaru**, Răzvan Andronache, Ruxandra Florentina Mihașiu (Fircă) (2021). Using Digital Marketing to Study Customer Behavior. *Ovidius University Annals, Economic Sciences Series*, Volume XX Issue 2, pp.773-779.

- Rbd.10. Mariana Jugănar**, Răzvan Andronache, Ruxandra Florentina Mișuțiu (Fircă) (2021). Using digital marketing for product development and communication strategies. *Ovidius University Annals, Economic Sciences Series*, Volume XX Issue 2, pp.779-787.
- Rbd.11. Jugănar Mariana**, Ilinca Teodora Becheș (2021). Implementing Marketing Principles in Pre-university Education, during the Covid-19 Pandemic. *Ovidius University Annals, Economic Sciences Series* Volume XXI Issue 1, pp.559-566.
- Rbd.12. Jugănar Mariana**, Fircă Ruxandra Florentina (2021). Modern Means of Promoting Flower Sales In Constanța. *Ovidius University Annals, Economic Sciences Series*, Volume XXI, Issue 1, pp.552-559.
- Rbd.13. Jugănar Mariana**, Moraru Andreea Daniela (2020). Higher Education Graduates' Cross-Cutting Skills and Employability. *Ovidius University Annals, Economic Sciences Series*, Volume XX, Issue 2, Pp.709-714.
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- Rbd.16. Jugănar Mariana** (2020). Effects of the New Coronavirus Pandemic in Romania: Changes in Buying and Consumer Behaviour. *Ovidius University Annals, Economic Sciences Series*, Volume XIX, Issue 1, pp.682-688,
- Rbd.17. Mariana JUGANARU**, Ion-Dănuț JUGANARU, Andreea-Daniela MORARU (2020) *The COVID-19 Generated Crisis and the Impact on the Higher Education in the Field of Economics* XIV. IBANESS Congress Series on Economics, Business and Management – Plovdiv / Bulgaria, septembrie 2020. https://www.ibaness.org/conferences/plovdiv_2020/ibaness_plovdiv_proceedings_draft_5.pdf
- Rbd.18. Jugănar Mariana**, Jugănar Ion Dănuț (2019). Marketing Activities in the Early Existence of Mamaia Touristic Resort. *Ovidius University Annals, Economic Sciences Series*, Volume XIX, Issue 2, pp.509-515.
- Rbd.19. Jugănar Mariana** (2019). A Dynamic Analysis of Economic and Financial Efficiency, Correlated with the Dimension of the Human Resources Used by Companies from the Rural Area of Constanta County, Romania. *Ovidius University Annals, Economic Sciences Series*, Volume XIX, Issue 1, pp.227-233.
- Rbd.20. Jugănar Mariana** (2019). Economic and financial efficiency, correlated with the dimension of the human resources used by companies in the industry and agriculture fields in Constanta County, Romania. *Ovidius University Annals, Economic Sciences Series*, Volume XIX, Issue 1, pp.233-238.
- Rbd.21. Jugănar Mariana** (2018). Aspects Regarding the Evolution of the Main Financial Indicators in the Financial and Accounting Balance Sheets of the Companies in Constanta County. *Ovidius University Annals, Economic Sciences Series*, Volume XVIII, Issue 2, pp.629-633.
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- Rbd.23. Jugănar Mariana** (2018). Comparative Study on the Distribution of the Categories of Expenditures Made by Resident Tourists in the EU Countries in 2016. *Ovidius University Annals, Economic Sciences Series*, Volume XVIII, Issue 1, pp. 315-320.
- Rbd.24. Jugănar Mariana** (2018). A Method for Shaping the Tourism Profile of the EU Countries According to the Structure of Tourist Expenditures in 2016. *Ovidius University Annals, Economic Sciences Series*, Volume XVIII, Issue 1, pp.177-182.
- Rbd.25. Jugănar Ion Dănuț**, Aivaz Kamer Ainur, **Jugănar Mariana** (2017). Comparative Assessments of the Seasonality in "The Total Number of Overnight Stays" in Romania, Bulgaria and the European Union. *Ovidius University Annals, Economic Sciences Series*, Volume XVII, Issue 2, pp.95-101.
- Rbd.26. Aivaz Kamer Ainur**, **Jugănar Mariana**, Jugănar Ion Dănuț (2017). The Seasonality in the Number of Overnight Stays by Residents in Romania and Bulgaria and Its Ranking in Connection to the EU Average Level. *Ovidius University Annals, Economic Sciences Series*, Volume XVII, Issue 2, pp.355-361.
- Rbd.27. Jugănar Mariana**, Jugănar Ion Dănuț, Aivaz Kamer (2017). Analyzing the Concentration of Overnight Stays in Constanta City, over the Period 2010-2016. *Ovidius University Annals, Economic Sciences Series*, Volume XVII, Issue 1, pp.307-313.

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- Rbdi.29.** **Mariana Jugănaru**, Kamer Ainur Aivaz, Ion Dănuț Jugănaru (2017). Aspects of Seasonality Touristic Activity Specific to Mamaia Station, Case Study, ADVANCES IN SCIENCE, INNOVATION AND MANAGEMENT – SEA 11 International Conference, 27th – 28th of April 2017, Iași, SEA-PRACTICAL APPLICATION OF SCIENCE, Volume V, Issue 1 (13)/2017, pp.73-84.
- Rbdi.30.** **Mariana Jugănaru**, Kamer Ainur Aivaz, Ion Dănuț Jugănaru (2016). Significant Moments in the History and Evolution of the Touristic City of Constanta and Anticipation of the Number of Arrived Tourists Using the Arima Models. *Network Intelligence Studies*, ISSN–L 2344 – 1712, Volume IV, Issue 2 (8) / 2016, pp.179-196. <http://nis.bxb.ro/>.
- Rbdi.31.** Kamer Ainur Aivaz, Ion Dănuț Jugănaru, **Mariana Jugănaru** (2016). The Anticipation of the Number of Tourists Arrived in Mamaia Using the Type of Models Arima. *Network Intelligence Studies*, ISSN-L:2344-1712, Volume IV, Issue 1(7) / 2016, pp.93-108. <http://nis.bxb.ro/2016-7-nis-volume-iv-issue-1/>.
- Rbdi.32.** **Jugănaru Mariana**, Jugănaru Ion Dănuț, Aivaz Kamer Ainur (2016). Quantitative Aspects Regarding the Tourist Traffic Indicators in the Human Settlements Located on the Black Sea Coast. *Cross-Cultural Management Journal*, Volume XVIII, Issue 1(9)/2016, pp.65-75.
- Rbdi.33.** **Jugănaru Mariana**, Jugănaru Ion Dănuț (2016). Historical Traces and Contemporary Approaches Regarding Fairs and Exhibitions, as Complex Instruments in Marketing. *Ovidius University Annals, Economic Sciences Series*, Volume XIV, Issue 1, pp.331-336.
- Rbdi.34.** Jugănaru Ion Dănuț, **Jugănaru Mariana** (2016). Traditional and Current Aspects Regarding Fairs and Exhibitions Organized by Constanta Chamber of Commerce. *Ovidius University Annals, Economic Sciences Series*, Volume XIV, Issue 1, pp.325-331.
- Rbdi.35.** Jugănaru Ion Dănuț, Aivaz Kamer Ainur, **Jugănaru Mariana** (2016). Factorial Correspondences Analysis-A Tool in Tourism Motivation Research. *SEA-Practical Application of Science*, Volume IV, Issue 1 (10): Rethinking Global Space, Culture and Change in Organizations/2016, pp. 71-83.
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- Rbdi.37.** Jugănaru Ion Dănuț, **Jugănaru Mariana** (2015). The Romanian Chambers of Commerce, Representative Organizations of Entrepreneurs. The Example of Constanta Chamber of Commerce. *Ovidius University Annals, Economic Sciences Series*, Volume XV. Issue 2, pp. 115-121.
- Rbdi.38.** **Jugănaru Mariana**, Jugănaru Ion Dănuț (2015). Sustainable Development and its Influence on the Change of Consumer's Behaviour. *Ovidius University Annals, Economic Sciences Series*, Volume XIV, Issue 1, pp.514-519.
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- Rbdi.40.** **Jugănaru Mariana**, Jugănaru Ion Dănuț (2014). Research Concerning the Way the Community Perceives the Influence of Culture on the Economic and Social Life of a City. *Ovidius University Annals, Economic Sciences Series*, Volume XIV, Special Issue, sept. 2014, pp.32-37.
- Rbdi.41.** **Jugănaru Mariana**, Jugănaru Ion Dănuț (2014). Research on How the Port May Influence the Social Life of the Community. *Ovidius University Annals, Economic Sciences Series*, Volume XIV, Issue 1, pp. 486-491.
- Rbdi.42.** **Jugănaru Mariana**, Jugănaru Ion Dănuț (2013). Interferences between ecomarketing and ecotourism. Promoting ecotourism products in Dobruja. *Quality-Access to Succes*, Vol.14, S1, 2013, pp. 113-118.
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- Rbdi.44.** **Jugănaru Mariana**, Jugănaru Ion Dănuț (2013). SWOT Analysis on Shale gas Exploration/Exploitation in Romania. *Ovidius University Annals, Economic Sciences Series*, Volume XIII, Issue 1, pp. 831-837.
- Rbdi.45.** Jugănaru Ion-Dănuț, **Jugănaru Mariana** (2013). The influence of Port Activity in the Cultural Life of Local Communities. *Ovidius University Annals, Economic Sciences Series*, Volume XIII, Issue 2, pp. 423-429.

- Rbdi.46. Jugănaru Mariana, Jugănaru Ion-Dănuț** (2013). Determination of the Influence of Port Activity on the Economic Activity and Business Environment by Using Marketing Research. *Ovidius University Annals, Economic Sciences Series*, Volume XIII, Issue 2, pp.429-435.
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- Rbdi.51. Jugănaru Ion-Dănuț, Jugănaru Mariana** (2011). Clusters in Romanian Tourism. *Ovidius University Annals, Economic Sciences Series*, Volume XI, Issue 1, pp.1107-1111.
- Rbdi.52. Jugănaru Mariana, Moraru Andreea Daniela** (2010). Marketing Research-Tool within the Leonardo da Vinci Program. *Ovidius University Annals, Economic Sciences Series*, Volume X, Issue 1, pp. 1086-1090.
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- Rbdi.54. Moraru Andreea Daniela, Jugănaru Ion-Dănuț, Jugănaru Mariana** (2010). Calitatea serviciilor turistice- element cheie pentru creșterea competitivității turismului românesc în contextul actual, The International Conference “Sustainable Development in Conditions of Economic Instability”, Academia Comercială Satu Mare, 18-19 iunie 2010, ediția a II-a. *Quality Access to Success, Monthly Magazine of Quality Management*, 11th Volume, no.113 Special – 2010.
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- Rbdi.61. Ion-Dănuț Jugănaru, Mariana Jugănaru, Anghel Andreea Daniela** (2008). Sustainable tourism types. Conferința Internațională „Competitiveness and Stability in Knowledge Based Economy”, Universitatea din Craiova, Facultatea de Economie și Administrarea Afacerilor, 30-31 mai 2008. *Analele Universității din Craiova, Seria Științe Economice*, Anul XXXVI, vol.II, nr.36, p.797-804.
- Rbdi.62. Jugănaru Ion Dănuț, Jugănaru Mariana** (2008). Modification recentes, apportees par le Parlement Europeen a la Nouvelle politique europeene du tourisme. *Analele Universității din Oradea-Științe Economice*, Tom XVII, vol.1, pp.350-355.

Rbdi.63. Mariana Jugănaru, Ion-Dănuț Jugănaru, Anghel Andreea Daniela (2008). European Institutions Initiatives Regarding the Development of Sustainable Tourism. *Analele Universității din Oradea, secțiunea Științe Economice*, Tom XVII, vol.1, pp.356-360.

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