

Conf.univ.dr. Bogdan Nichifor

Lista de lucrări științifice:

1. Teza sau tezele de doctorat:

Titlu: ”**Adaptarea locală si coerența internațională in domeniul publicității**”, ASE Bucuresti, Facultatea de Marketing, 2006, conducator: prof.univ.dr. Virgil Balaure.

2. Cărți și capitole în cărți:

1. Harja Eugenia, Turcu Leonard Ovidiu, Danu Marcela Cornelia, Mironescu Roxana, **Bogdan Nichifor**, Prihoancă Diana, Olariu Ioana, Țimiraș Laura, Zaiț Luminița (2016), Teste grilă pentru examenul de licență, programul de studii Marketing, iunie 2016 (ediție revizuită și adăugită), Alma Mater, Bacău, 978-973-1833-99-6.
2. Eugenia Harja, Leonard Ovidiu Turcu, Marcela Cornelia Danu, Roxana Mironescu, **Bogdan Nichifor**, Diana Prihoancă, Laura Țimiraș, Zaiț Luminița (2013), Teste grilă pentru examenul de licență, programul de studii Marketing, iunie 2013, Editura Alma Mater, Bacău, ISBN 978-606-527-296-5.
3. Eugenia Harja, Leonard Ovidiu Turcu, Marcela Cornelia Danu, Roxana Mironescu, **Bogdan Nichifor**, Diana Prihoancă, Laura Țimiraș, Zaiț Luminița (2013), Teste grilă pentru examenul de licență, specializarea Marketing, iunie – iulie 2012, Editura Alma Mater, Bacău, ISBN 978-606-527-206-4.
4. **Bogdan Nichifor**, Luminița Zaiț (2012), Marketing strategic: note de curs, Editura Alma Mater, Bacău.
5. **Nichifor Bogdan** (2012), Business to Business Marketing. Curs universitar, Editura Alma Mater, Bacău.
6. **Bogdan Nichifor** (2007), Publicitatea internationala - intre standardizare si adaptare, Editura Uranus, București, ISBN 978-973-7765-45-1.
7. **Nichifor Bogdan** (2013), Multimedia marketing: note de curs, Editura Alma Mater, Bacău, ISBN 978-606-527-279-8.
8. **Nichifor Bogdan**, Luminița Zait (2007), Managementul relatiilor cu clienții in mediul online, publicat în Contabilitatea și tehnologiile informației și comunicării, Editura Edusoft, Bacău, pg. 41-46, ISBN 978-973-1882-04.
9. **Nichifor Bogdan**, Luminița Zait (2008), Tehnici de vânzare, note de curs, Editura Alma Mater, Bacău.

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

1. Florentina Neamțu, Luminița Zaiț, **Bogdan Nichifor**, (2018), Analysis of the Level of Sophistication of Online Services in Romania, Economy Transdisciplinarity Cognition, vol 21, nr.1, indexata in Index Copernicus, Directory of Open Access Journals, Cabell’s, ProQuest, SCIOPI, ICAAP, EBSCO, Cite Factor, TjDb, pp. 110-118 ISSN 2067 - 5046 (print), 2068-7389 (online).

2. **Bogdan Nichifor**, Luminița Zaiț, (2017), Mostly Unknown But Still Profitable: The Lohn System in the North-Est Region of Romania, *Studies and Scientific Researches - Economic Edition*, Nr. 25, pp. 90-98, indexata in RePEc, DOAJ, Google Scholar, WorldCat, Ulrich's Periodicals Directory, BASE, NewJour Electronic Journals & Newsletters ISSN: 2066 – 561X (print), 2344-1321 (online).
3. Laura Timiras, **Bogdan Nichifor**, (2015), *Landmarks on the evolution of e-commerce in the european union*, *Studies and Scientific Researches, Economic Edition*, nr.21, 2015, pg. 151 -160, indexată RePEc, DOAJ, Google Scholar, WorldCat, Ulrich's Periodicals Directory, BASE, NewJour Electronic Journals & Newsletters, pp. 120-126, ISSN: 2066 – 561X (print), 2344-1321 (online).
4. Ioana Olariu, **Bogdan Nichifor**, (2015), A conceptual approach on press conference, *Studies and Scientific Researches - Economic Edition*, University "Vasile Alecsandri" of Bacau, Nr. 21, indexată RePEc, DOAJ, Google Scholar, WorldCat, Ulrich's Periodicals Directory, BASE, NewJour Electronic Journals & Newsletters, pp. 120-126, ISSN: 2066 – 561X (print), 2344-1321 (online).
5. **Bogdan Nichifor**, (2014), Global advertising market – the dynamics of the last decade, *Studies and Scientific Researches - Economic Edition*, University "Vasile Alecsandri" of Bacau, Nr. 20, indexată RePEc, DOAJ, Google Scholar, WorldCat, Ulrich's Periodicals Directory, BASE, NewJour Electronic Journals & Newsletters, pp. 196-202, ISSN: 2066 – 561X (print), 2344-1321 (online).
6. **Bogdan Nichifor** (2014), Theoretical framework of advertising - some insights, *Studies and Scientific Researches - Economic Edition*, University "Vasile Alecsandri" of Bacau, Nr. 19, indexată RePEc, DOAJ, Google Scholar, WorldCat, Ulrich's Periodicals Directory, BASE, NewJour Electronic Journals & Newsletters, pp. 180-188, ISSN: 2066 – 561X (print), 2344-1321 (online).
7. Bogdan Nichifor. (2014), Information technology and romanian higher education - evidence on linked dynamic, *Studies and Scientific Researches - Economic Edition*, University "Vasile Alecsandri" of Bacau, Nr. 19, indexată RePEc, DOAJ, Google Scholar, WorldCat, Ulrich's Periodicals Directory, BASE, NewJour Electronic Journals & Newsletters, pp. 171-179, ISSN: 2066 – 561X (print), 2344-1321 (online).
8. Florentina Neamțu, **Bogdan Nichifor**, (2013), The determinants of e-Government relational models construction: interaction, communication, participation and collaboration, *Studies and Scientific Researches - Economic Edition*, University "Vasile Alecsandri" of Bacau, Nr. 18, indexată RePEc, DOAJ, Google Scholar, WorldCat, Ulrich's Periodicals Directory, BASE, NewJour Electronic Journals & Newsletters, pp. 125-132, ISSN: 2066 – 561X (print), 2344-1321 (online).
9. Laura Țimiraș, Luminita Zaiț, **Bogdan Nichifor**, (2012), „Evolution of Organic Agriculture - A Response to European Consumer Requirements”, *Scientific Papers Journal. Agronomy Series*, ISSN 1454-7414, volume 55 - Supplement, indexată CABI, Index Copernicus, Genamics JournalSeek, pp. 269-273.
10. Laura Țimiraș, **Bogdan Nichifor**, Luminita Zaiț, (2012), „Agrifood Sector Place in The European Union Foreign Trade”, *Scientific Papers Journal. Agronomy Series*, ISSN 1454-7414, volume 55 - Supplement, indexată CABI, Index Copernicus, Genamics JournalSeek, pp. 275-279.
11. Laura Țimiraș, **Bogdan Nichifor**, Luminita Zaiț, (2012), „Particulars of Demand for Agricultural Products in the Domestic Market”, *International Conference Risk in*

Contemporary Economy, ISSN 2067-0532, indexată RePEc, DOAJ, [EconPapers](#), pp. 243-250.

12. Gheorghe Epuran, Luminița Zaiț, **Bogdan Nichifor**, Laura Timiraș, (2012) Predisposing factors and barriers in the absorption of EU funds - conceptual and operational aspects, *Studies and Scientific Researches - Economic Edition*, University "Vasile Alecsandri" of Bacău, Nr. 16-17, indexată RePEc, DOAJ, Google Scholar, WorldCat, Ulrich's Periodicals Directory, BASE, NewJour Electronic Journals & Newsletters, pp. 125-132, ISSN: 2066 – 561X (print), 2344-1321 (online).
13. Laura Țimiraș, **Bogdan Nichifor**, Luminița Zaiț (2010), „Highlights of Marketing Research in Romania”, *Studies and Scientific Researches - Economic Edition*, University "Vasile Alecsandri" of Bacău, ISSN: 2066 – 561X (print), 2344-1321 (online), Nr. 15, indexată RePEc, DOAJ, Google Scholar, WorldCat, Ulrich's Periodicals Directory, BASE, NewJour Electronic Journals & Newsletters.
14. Luminița Zaiț, Laura Țimiraș, **Bogdan Nichifor** (2010), „Market orientation – a pertinent solution in reevaluating traditional marketing”, *Studies and Scientific Researches - Economic Edition*, University "Vasile Alecsandri" of Bacău, ISSN: 2066 – 561X (print), 2344-1321 (online), Nr. 15, indexată RePEc, DOAJ, Google Scholar, WorldCat, Ulrich's Periodicals Directory, BASE, NewJour Electronic Journals & Newsletters.
15. **Bogdan Nichifor**, Ioana Olariu (2008), Consumer products and services value perception, *Studies and Scientific Researches - Economic Edition*, University "Vasile Alecsandri" of Bacău, Nr. 13, indexată RePEc, DOAJ, Google Scholar, WorldCat, Ulrich's Periodicals Directory, BASE, NewJour Electronic Journals & Newsletters, pp. 125-132, ISSN: 2066 – 561X (print), 2344-1321 (online).

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

1. Laura Țimiraș, Luminița Zaiț, **Bogdan Nichifor** - Evolution of Organic Agriculture - A Response to European Consumer Requirements, *Scientific Papers Journal. Agronomy Series*, ISSN 1454-7414, volume 55 - Supplement, indexată CABI, Index Copernicus, Genamics JournalSeek, pp. 269-273, 2012
2. Laura Țimiraș, **Bogdan Nichifor**, Luminița Zaiț - Agrifood Sector Place in The European Union Foreign Trade, *Scientific Papers Journal. Agronomy Series*, ISSN 1454-7414, volume 55 - Supplement, indexată CABI, Index Copernicus, Genamics JournalSeek, pp. 275-279, 2012.
3. Laura Timiraș, **Bogdan Nichifor**, Luminița Zaiț - Access of the Employed Population in Lifelong Tertiary Education in the Context of the Development of Information Technologies in European Union, pp. 329 -338, E” Era & Higher Education - Proceedings of the 7th International Conference Quality Management in Higher Education, Austrian Computer Society, Viena, Austria, 978-3-85403-291-5
4. Luminița Zaiț, **Bogdan Nichifor**, Laura Țimiraș, (2012), „Interdepartmental Conflict – a Real Barrier in the Process of Assimilating the Concept of Marketing in Organizational Practice?”, *International Conference Risk in Contemporary Economy*, ISSN 2067-0532, indexată RePEc, DOAJ, EconPapers, pp. 267-274

5. Laura Țimiraș, **Bogdan Nichifor**, Luminița Zaiț, (2012), „Particulars of Demand for Agricultural Products in the Domestic Market”, International Conference Risk in Contemporary Economy, ISSN 2067-0532, indexată RePEc, DOAJ, EconPapers, pp. 243-250;
6. Luminița Zaiț, **Nichifor Bogdan**, Timiraș Laura (2010), Marketing management – what do we really want to say?, *The Proceedings of the 5th International Conference on Business Excellence 2010*, vol. 2, Brașov 15-16 octombrie 2010, Universitatea Transilvania din Brașov, ISBN 978-973-1747-24-8, pg. 249-252, indexată “ISI Web of Knowledge”.
7. Luminița Zaiț, **Bogdan Nichifor** (2009), Meta-markets and metamediars – the source of potential successful business model, The 4th International Conference on Business Excellence, Transilvania University of Brasov, 16-17 octombrie 2009, publicat în Proceedings of the 4th International Conference on Business Excellence 2009, vol. 2, Universitatea Transilvania din Brașov, pg. 46-49, ISBN 978-973-1747-12-5, indexată “ISI Web of Knowledge”.

5. Membru în echipa unor contracte de cercetare

1. „Extinderea oportunităților de învățare prin inovare, cercetare și interacțiune cu mediul de afaceri” – proiect POSDRU/156/1.2/G/137623;
2. Cercetarea și dezvoltarea unei platforme interactive multidisciplinare și complexe pentru îmbunătățirea sistemului educațional de marketing prin interconectarea mediului universitar cu piața muncii din România (membru instituție parteneră).

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