

LISTA DE LUCRĂRI DIDACTICE ȘI ȘTIINȚIFICE

Asist. univ. dr. Tarcza (Sav) Teodora Mihaela

Cărți:

Tarcza Teodora Mihaela - „Comportamentul și profilul consumatorului de produse agroalimentare tradiționale românești”, Editura Risoprint, Cluj Napoca, 2017, ISBN 978-973-53-1969-4

Teza de doctorat:

„Comportamentul și profilul consumatorului de produse agroalimentare tradiționale românești”, teză susținută la Universitatea Babeș - Bolyai din Cluj – Napoca, 2015, conducător științific prof. univ. dr. Gheorghe Alexandru CATANĂ

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2. Botezat Elena Aurelia (coordonator), Coita Dorin Cristian, Sasu Dinu Vlad, Secară Oana Maria, **Tarcza Teodora Mihaela** - „Bazele marketingului”, 180 pg, format electronic, Oradea, 2010, disponibil la adresa: <http://distance.iduoradea.ro/course/view.php?id=841>

3. Coita Dorin Cristian, Tarcza Teodora Mihaela – Marketing agroalimentar, format electronic, Oradea, 2022, disponibil la: <https://e.uoradea.ro/course/view.php?id=20454>

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2. Botezat, E. A., Ban, O. I., Popa, A. L., Coita, D. C., & Tarcza, T. M., **2024**. Optimised Decisions for Smart Tourism Destinations: A Cross – Generational Perspective Using Improved Importance – Performance Analysis. *Systems*, 12(8), 297.

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2. **Tarcza (Sav) Teodora Mihaela** și Sana Sefora Marcela „Critical review of the applicability of psychographic models in traditional food consumer behaviour”, International Scientific Conference LUMEN, Transdisciplinarity and Communicative Action, Târgoviște, **2014**, ISBN: 978-88-7587-713-2.

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27. Elena BOTEZAT, Olimpia BAN, Adela Laura POPA, Dorin Cristian COITA, Teodora Mihaela TARCZA, Lidia CHIRICOI (2024), *Strengths and Weaknesses of Smart Tourism Destinations: A Cross-Generational Study*, The Annals of the University of Oradea. Economic Sciences – TOM XXXIII – 2024, *to be published*
28. Nemțeanu (Sana) S. M., Tarcza T.M. (2024), *Cause-Related Marketing Impact on Purchase Decision and Trust in the Brands*, International Scientific Conference – ERAZ, 2024 Knowledge Based Sustainable Development, *to be published*

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1. Botezat Elena, **Sav Teodora Mihaela** „*Choosing the Media Channels according to the Identified Market Segment*” Analele Universității din Oradea, secțiunea Științe Economice, TOM XVIII, revistă cotate CNCSIS poziție 665 – Categoria **B+**, **2009**, ISSN: 1582-5450; <http://steconomie.uoradea.ro/anale/volume/2009/v4-management-and-marketing/116.pdf>

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