Universitatea Creştină Partium din Oradea ANEXA 5.1

Facultatea de Ştiinţe Economice și Sociale

Departament: Economie

**LISTA**

**lucrărilor ştiinţifice în domeniul disciplinelor din postul didactic**

**Numele şi prenumele: FLORIAN GYULA LÁSZLÓ**

**Titlul științific și funcția didactică: PhD – Conferențiar universitar**

1. **TEZA DE DOCTORAT**

*CRESTEREA COMPETITIVITĂȚII FIRMELOR PRIN RAȚIONALIZAREA MANAGEMENTULUI VÂNZĂRILOR*

**Academia de Studii Economice, Bucuresti, 2009**

**B. CARTI PUBLICATE**

**B1. Cărţi (manuale, monografii, tratate, îndrumare etc.) publicate la edituri recunoscute în străinătate**

**B2. Cărţi (manuale, monografii, tratate, îndrumare etc.) publicate în ţară, la edituri recunoscute CNSIS**

**B3. Cărţi (manuale, monografii, tratate, îndrumare etc.) publicate la alte edituri sau pe plan local**

1. **Florián, Gyula László** (2013).*Creşterea competitivităţii firmelor prin raţionalizarea managementului vânzărilo*r. Editura Dokumentum, 2013, Oradea, 245 pagini, ISBN 978-606-93001-1-4
2. **Florian, Gyula Laszlo** (2014).*Cresterea competivitatii firmelor prin rationalizarea managementului vanzarilor'', editia a 2-a***,** Colectia Management, 111 pagini, Editura ASE, Bucuresti, 2014, ISBN 978-606-505-832-3

**B4. Cărţi (manuale, monografii, tratate, îndrumare etc.) publicate pe web**

**B5. Capitole de cărţi publicate în străinătate**

**B5.1. Capitole de cărţi publicate în volume indexate ISI - Web of Science - Clarivate Analitics**

1. Costangioară Alexandru, **Florian Gyula Laszlo** (2018).*PRICING OPTIMIZATION USING R* Proceedings of the 12th International Management Conference “Management Perspectives in the Digital Era” 2018, Bucharest, Romania, ISSN 2286-1440, ISSN-L 2286-1440, pp.142-149, **WOS:000587901000014**
2. **Florian, G. L**. (2016). *AN EXPLORATORY ANALYSIS OF THE TERRITORIAL CAPITAL IN ROMANIA: CASE STUDY OF BIHOR REGION*. In Proceedings of the International Management Conference, Vol. 10, No. 1, pp. 97-100. Faculty of Management, Academy of Economic Studies, Bucharest, Romania. **WOS:000396393900012**
3. Constangioara, A., **Florian, G. L**., & Brad, O. E. (2015). *COMPARATIVE STUDY OF LEAN AND AGILE ORGANIZATIONS. EVIDENCE FROM ROMANIA.* In Proceedings of the INTERNATIONAL MANAGEMENT CONFERENCE, Vol. 9, No. 1, pp. 940-949. Faculty of Management, Academy of Economic Studies, Bucharest, Romania. **WOS:000411224400100**
4. **Florian, G. L**., & Constangioara, A. (2013). *THE IMPACT OF PERFORMANCES IN ROMANIAN SUPPLY CHAINS ON ORGANIZATIONAL PERFORMANCES.* In Proceedings of the International Management Conference, Vol.7, No.1, pp. 318-24. **WOS:000396391700037**
5. **Florian, G. L**. (2009). *THE FUZZY-INTERPOLATIVE ADL MATRIX*. In 2009 3rd International Workshop on Soft Computing Applications, pp. 247-252. IEEE. CFP 0928D, DOI: 10.1109/SOFA.2009.5254842, **WOS:000275159600045**

**B5.2. Capitole de cărţi publicate in străinatate altele decat la punctul B5.1**

1. Horga, I., & **Florian, G. L**. (2011). *MULTILEVEL GOVERNANCE (MLG) AND SUBSIDIARY PRINCIPLE IN WHITE PAPER OF MLG OF THE COMMITTEE OF THE REGIONS (COR).* In I. Horga, I. Bărbulescu, A. Ivan, M. Palinchak, & I. Suli-Zakar (Eds.), Regional and cohesion policy: insights into the role of the partnership principle in the new policy design, pp. 159-165, <https://www.ssoar.info/ssoar/handle/document/33153>

**B6. Capitole de cărţi publicate în ţară**

**C. LUCRĂRI ŞTIINŢIFICE PUBLICATE**

**C1. Lucrări ştiinţifice publicate în reviste cotate ISI**

**C2. Lucrări ştiinţifice publicate în reviste indexate în baze de date internaţionale (indicaţi şi baza de date).**

1. **Laszlo, F. G.** (2018).*CUSTOMER RELATIONSHIP MANAGEMENT USING BUSINESS SOFTWARE.* SEA–Practical Application of Science, 6(18), 291-298 ,

(indexing: RePEc,Doaj, Econpaper, Ebsco,Index Copernicus, Ulrichweb, Cabell`s,Econlit)[**https://spas.seaopenresearch.eu/volume-vi#**](https://spas.seaopenresearch.eu/volume-vi#)**,** [**https://spas.seaopenresearch.eu/index**](https://spas.seaopenresearch.eu/index)

1. Constăngioară, A., Bodog, S. A., & **Florian, G. L**. (2016). *ENTREPRENEURIAL SUPPLY CHAINS. EVIDENCE FROM ROMANIA.* Annals of the University of Oradea, Economic Science Series, 25(2). (indexing: CNCS B+, ERIH PLUS, RePEc, Doaj, Ebsco, SCIPIO , Cabell`s,) <http://steconomiceuoradea.ro/anale/volume/2016/n2/051.pdf>
2. **Florian, G. L**., & Pajzos, C. (2015). *THE IMPACT OF MARKETING PERFORMANCES ON ORGANIZATIONAL PERFORMANCES IN THE CONTEXT OF ROMANIAN SUPPLY CHAINS,* SEA Practical Application of Science, 3(2). (indexing: RePEc,Doaj, Econpaper, Ebsco,Index Copernicus, Ulrichweb, Cabell`s,Econlit) <https://spas.seaopenresearch.eu/volume-iii> , <https://spas.seaopenresearch.eu/index>
3. **Florian, Gy. L***. &* Constangioara, A., (2014). *THE IMPACT OF RISKS IN SUPPLY CHAIN ON ORGANIZATIONAL PERFORMANCES: EVIDENCE FROM ROMANIA*. Economia. Seria Management, 17(2), 265-275.(indexing: in Ebsco, RePEc, Doaj, Ulrichsweb, Index Copernicus, Econlit). <http://www.management.ase.ro/reveconomia/eng/index.htm>
4. **Florian Gyula Laszlo** & Costangioara Alexandru, (2014). *AN EMPIRICAL EXAMINATION OF ENTREPRENEURIAL ORIENTATION. EVIDENCE FROM ROMANIA,* SEA-Practical Application of Science, Vol II, issue 2 (4), 491-498. ISSN-L: 2360-2554.

(indexing: RePEc,Doaj, Econpaper, Ebsco,Index Copernicus, Ulrichweb, Cabell`s,Econlit)<http://sea.bxb.ro/archive/>, <https://spas.seaopenresearch.eu/index>

1. **Florian Gyula Laszlo**, (2013). *UNDERSTANDING THE DETERMINANTS OF FIRM'S PERFORMANCE.* Romania Foundation for Business Inteligence, Cros Cultural Management Jurnal , CMJ 29, vol. XV, Issue 3/2013, pp.101-107.(indexing RePEc, EconPapers, Ulrich's periodicals, EBSCO, Index COPERNICUS) <http://cmj.bxb.ro/>
2. **Gyula, L. F.** (2013). *ANALYSIS OF THE IMPACT OF THE SUPPLY CHAIN PERFORMANCE ON THE OVERALL ORGANIZATIONAL PERFORMANCE*. Annals of the university of Oradea, Economic Science, 1, 1505-1510.(indexing CNCS B+, ERIH PLUS, RePEc, DOAJ, EBSCO, SCIPIO , CABELL’S DIRECTORY OF PUBLISHING OPPORTUNITIES, <http://anale.steconomiceuoradea.ro/volume/2013/abstracts-einco2013.pdf>
3. **Florian, G**. (2013). *PERFORMANCE BENEFITS OF HARMONIZING ORGANIZATIONAL STRATEGY WITH STRATEGY AT SUPPLY CHAIN LEVEL. ANNALS OF THE UNIVERSITY OF ORADEA*, Economic Science Series, 22(2)., 581-586.(indexing CNCS B+, ERIH PLUS, RePEc, Doaj, EBSCO, SCIPIO , Cabell`s) <http://anale.steconomiceuoradea.ro/en/2014/01/15/2nd-issue-december-2013-the-annals-of-the-university-of-oradea-economic-sciences-tom-xxii-2013/>
4. Tarcza Teodora, **Florian Gyula Laszlo** &Simona Aurelia Bodog, (2012). *STRATEGIC PLANNING FOR EFFECTIVE SCHOOL GOVERNANCE IN ROMANIA. Journal:* *Journal of Electrical and Electronics Engineering*. 5,(1) 251–254. ISSN 1844-6035, (indexing: B+ CNCSIS, Cambridge Scientific Abstracts, Proquest, Scopus, Doaj, IC Journals Master List, EBSCO Publishing, Ulrich's periodicals) [*http://electroinf.uoradea.ro/index.php/volumes-2.html*](http://electroinf.uoradea.ro/index.php/volumes-2.html)
5. **Florian Gyula Laszlo**,Simona Aurelia Bodog. ( 2012) *CONJOINT ANALYSIS IN MARKETING RESEARCH****,*** *Journal of Electrical and Electronics Engineering*. 5,(1) 19–22. ISSN 1844-6035, (indexing: B+ CNCSIS, Cambridge Scientific Abstracts, Proquest, Scopus, Doaj, IC Journals Master List, EBSCO Publishing, Ulrich's periodicals) *<http://electroinf.uoradea.ro/index.php/reviste/jeee.html>*
6. Alexandru Constangioara, Gyula Laszlo Florian.(2010)*CONSUMER CREDIT MARKET IN EU* ***,*** *Journal of Electrical and Electronics Engineering*. 3 (1) 49–52. ISSN 1844-6035, (indexing: B+ CNCSIS, Cambridge Scientific Abstracts, Proquest, Scopus, Doaj, IC Journals Master List, EBSCO Publishing, Ulrich's periodicals) [*http://electroinf.uoradea.ro/index.php/reviste/jeee.html*](http://electroinf.uoradea.ro/index.php/reviste/jeee.html)
7. Simona Aurelia Bodog, Alexandru Constangioara, Gyula László Florian, Dana Petrică (2009) . *THE ROLE OF INVESTMENT PRIVATIZATION FUNDS IN MASS PRIVATIZATION PROGRAMS PROGRAMS* , *Journal of Electrical and Electronics Engineering*. 2(2), 207–210, ISSN 1844-6035, (indexing: B+ CNCSIS, Cambridge Scientific Abstracts, Proquest, Scopus, Doaj, IC Journals Master List, EBSCO Publishing, Ulrich's periodicals) [*http://electroinf.uoradea.ro/index.php/reviste/jeee.html*](http://electroinf.uoradea.ro/index.php/reviste/jeee.html)
8. Alexandru Constangioara, Simona Aurelia Bodog, Gyula Laszlo Florian,Dana Petrică, (2009). *FORECASTING IN BUSINESS,**Journal of Electrical and Electronics Engineering*. 2(2), 211– 214, ISSN 1844-6035, (indeng: B+ CNCSIS, Cambridge Scientific Abstracts, Proquest, Scopus, Doaj, IC Journals Master List, EBSCO Publishing, Ulrich's periodicals) [*http://electroinf.uoradea.ro/index.php/reviste/jeee.html*](http://electroinf.uoradea.ro/index.php/reviste/jeee.html)

**C3. Lucrări ştiinţifice publicate în reviste din străinătate (altele decât cele menţionate anterior).**

**C4. Lucrări ştiinţifice publicate în reviste din ţară, recunoscute CNSIS (altele decât cele din baze de date internaţionale).**

**C5. Lucrări ştiinţifice publicate în reviste, altele decât cele menţionate anterior**

1. Gyula László Florian,(2012)*THE IDENTIFICATION OF BEST MOTIVATION PRACTICES OF THE EMPLOYEES***,** Editura Partium, Oradea, 2012, pp. 427–432. ISBN 978-606-8156-30-9
2. Gyula László Florian, (2011)*EXIGENŢE ACTUALE PRIVIND PREGĂTIREA COMPETENTĂ, LOCUL ŞI ROLUL MANAGERULUI ÎN DOMENIUL ECONOMIC ŞI FINANCIAR*.*Convergențe spirituale. Iași–Chișinău*. Nr. 3/ 2012, Editura SAMIA, Iași, 2011, pp. 93–95. ISBN 978-973-7783-63-9
3. Gyula László Florian,(2011)*PROBLEMATICA OMULUI ÎN CONDIȚIILE ACTUALEI CRIZE ECONOMICE MONDIALE.*Convergențe spirituale. Iași–Chișinău. Nr. 2/ 2011, Editura SAMIA, Iași, 2011, pp. 62–65. ISBN 978-973-7783-63-9;
4. Gyula László, FlorianMircea Cărutu, Mircea Vincu(2010).*PLAN DE AFACERI NETEXPERT SRL”*.Abordări pedagogicenr. 2, pp. 93–98. Editura Ștef, Iași. ISSN 2067-4171;
5. Gyula László Florian (2004). *COORDONATELE PERFORMANŢEI VÂNZĂRILOR,*Partiumi Egyetemi Szemle, ISSN 1582-9952
6. Gyula László Florian ***(***2004).*MODELAREA PERFORMANŢEI VÂNZĂRILOR****.*** Partiumi Egyetemi Szemle, ISSN 1582-9952

**C6. Lucrări ştiinţifice publicate în volumele manifestărilor ştiinţifice**

1. **Gyula Laszlo Florian** (2019). *ECONOMIC DEVELOPMENT, SMART CITY. CASE STUDY ORADEA*. ATINER, Athen, ISBN 978-960-598-306-2, December 19-22, 2019. <https://www.atiner.gr/abstracts/2019ABST-CBC.pdf>
2. **Florian Gyula Laszlo** (2018). *THE INFLUENCES OF NEW TOURISTIC OBJECTIVES IN THE LOCAL BUDGET ECONOMY PERFORMANCES:EEVIDENCE FROM BIHOR COUNTY*, Integrated Economy and Society: Diversity, Creativity, and Technology Proceedings of the MakeLearn and TIIM International Conference, 16–18 May 2018, Naples, Italy, pp. 397-403, ISBN 978-961-6914-23-9, ISSN 2232-3309,ToKnowPress Publisher, <http://www.toknowpress.net/ISBN/978-961-6914-23-9/papers/ML2018-098.pdf>
3. Laszlo, F. G. (2017). *MANAGEMENT THROUGH FUZZY MATCHING EXPRESSED BY THE IMPLEMENTATION OF ALGORITHMIC PROCESSES.* In MIC 2017: Managing the Global Economy; Proceedings of the Joint International Conference, Monastier di Treviso, Italy, 24–27 May 2017 pp. 457-461. ISBN 978-961-7023-71-8 <https://www.hippocampus.si/ISBN/978-961-7023-71-8/43.pdf>
4. **Florian Gy.L.,** (2016). *MEASURING CUSTOMERS SATISFACTION: EVIDENCE FROM ROMANIA,*, Conference Proceedings MIC 2016 - Management International Conference, Pula, Croatia, 1-4 iunie 2016, pp. 411-417, ISBN 978-961-266-199-1 <https://www.hippocampus.si/ISBN/978-961-6984-81-2/201.pdf>
5. **Laszlo, F. G**., & Brad, E. O. (2015). *SALES MANAGEMENT: ROMANIAN EXAMPLE. IN MIC 2015: MANAGING SUSTAINABLE GROWTH;* Proceedings of the Joint International Conference, Portorož, Slovenia, 28–30 May 2015 (pp. 383-388). University of Primorska, Faculty of Management Koper. <http://www.fm-kp.si/zalozba/ISBN/978-961-266-181-6/135.pdf>
6. Csaba Pajzos, Gyula László Florian (2015). *SUPPLY CHAIN MANAGEMENT ENTREPRENEURIAL COMPETENCES*, 7th International Conference on Tourism, Gyor, Ungaria, 23 martie, 2015, ISBN: 978-963-334-234-3
7. **Gyula Laszlo Florian,** Alexandru Costangioara (2014). *MARKETING ORIENTATION AND BUISNESS ENVIRONMENT SELF-REGULATION OF CUSTOMER PROTECTION, EVIDENCE FROM ROMANIA'****,*** SAMRO- Challenges, Performances and Tendencies in the Organisation Management International Conference, June 22-24 2014 ISBN: 978-606-505-817-0
8. **Florian Gyula Laszlo** (2013). *THE IMPACT OF RISKS IN SUPPLY CHAIN ON ORGANIZATIONAL PERFORMANCES: EVIDENCE FROM ROMANIA*, The 7th International Management Conference, New Management for The New Economy, 7-8 november 2013, ASE, Bucuresti, ISSN 2286-1440, ISSN-L 2286-1440 <http://www.management.ase.ro/reveconomia/2014-2/6.pdf>
9. **Florian Gyula Laszlo** ( 2013). *CONSUMER CREDIT PRODUCTS IN ROMANIA* '', Industry, Science and Policy Makers for Sustainable Future Abstracts of the 14th International Conference Organised by the University of Primorska, Faculty of Management, Slovenia 21–23 November 2013 Koper, Slovenia. ISBN 978-961-266-149-6 <http://www.fm-kp.si/zalozba/ISBN/978-961-266-148-9/papers/MIC1109.pdf>
10. Gyula László Florian(2013). *EVALUATION OF INTEGRATION ACROSS THE SUPPLY CHAIN IN ROMANIA AND HUNGARY, X*XII Conference of agrarian perspective. „Development trend in agrisbusiness Chech Universitz of Life Sciences Prague, 17-18 September 2013

**D. TRADUCERI DE CĂRŢI, CAPITOLE DE CĂRŢI, ALTE LUCRĂRI ŞTIINŢIFICE**

**E. EDITARE, COORDONARE DE VOLUME**

**Molnar E** ( 2008) - Technical Support - Proceedings of the International Conference QIEI 2008 (CD-ROM), 18-20 Septembrie 2008; Vienna University of Technology, Department for Interchangeable Manufacturing and Industrial Metrology, Vienna ISBN 3-901888-41-3.

**F. INVENŢII**

**G. CONTRACTE DE CERCETARE (MENŢIONAŢI CALITATEA DE DIRECTOR SAU MEMBRU)**

**20.09.2021**