

LISTA DE LUCRĂRI

A CANDIDATULUI PENTRU DOBÂNDIREA POSTULUI DE LECTOR UNIVERSITAR

Dr. Kiss Marta

A. Teza de doctorat

Titlul: Metode și tehnici de fundamentare a strategiilor eficiente de branding a unei instituții financiare

Conducător de doctorat: Prof. univ. dr. Ion Dobre, ASE București,

Calificativul obținut: "Magna cum laude"

Lista celor maximum 10 lucrări considerate de candidat cele mai relevante pentru realizările profesionale proprii

1. Szabo, Zs., **Kovacs, M.**, *On Interior-Point Methods and Simplex method in linear programming*, Analele Științifice ale Universității "Ovidius" Constanța, Seria Matematica, ISSN 1224-1784, Vol. 11(2), 2003, pp. 155-162 (Prima Conferință de Cercetări Operaționale, Constanța, 3-6 Sept. 2003, Academia navală "Mircea cel Bătrân"),
http://www.anstuocmath.ro/mathematics/pdf6/155_162_ZSzabo_MKovacs.pdf
2. Szabo, Zs., **Kovacs, M.**, *A Note on the Accuracy of Multi-Grid Method*, Volum Omagial, Profesor Gheorghe Fărcaș la vârsta de 70 de ani, 2004, Editura Universității "Petru Maior" Tg.Mureș, ISBN 973-7794-07-9, pp. 89-95
3. **Kovacs (Kiss), M.**, (2014) *The role and usage of ICT in the Romanian banking system*, Proceedings of The ninth international conference on economic cybernetic analysis: POSITIVE AND NEGATIVE EFFECTS OF EUROPEAN UNION AND EUROZONE ENLARGEMENT-PONE2014, Bucharest October 31-November 1, Editura ASE, ISSN 2247-1820, ISSN-L 2247-1820, pp. 207-212
4. **Kovacs (Kiss), M.**, *An empirical study concerning the use of Internet Banking in Romania*, The Annals of the University of Oradea. Economic Sciences, TOM XXIV, Vol. I, July 2015, ISSN 1222-569X (printed format), ISSN-1582-5450 (electronic format), pp. 1314-1321
5. **Kovacs (Kiss), M.**, *Study on the evolution of some financial products based on Markov chains method*, The Annals of the University of Oradea. Economic Sciences, TOM XXV, Vol. I, July 2016, ISSN 1222-569X (printed format), ISSN-1582-5450 (electronic format), pp. 1033-1039
6. **Kiss, M.**, *Influence of the brand on purchase decision*, Annals of the „Constantin Brancusi” University of Targu Jiu, Economy Series, Issue 6/2016, ISSN 2344-3685, ISSN-L 1844-7007, pp. 54-57
7. **Kiss, M.**, *Study on the evolution and use of Internet Banking services in Romania*, Annals of the „Constantin Brancusi” University of Targu Jiu, Economy Series, Issue 6/2017, ISSN 2344-3685, ISSN-L 1844-7007, pp. 82-88
8. **Kovacs (Kiss), M.**, *Market share modelling and forecasting using Markov chains in the case of Romanian banking institutions*, Quality – Access to Success, 19(S1), 2018, pp. 274-278
9. **Kiss, M.**, *Rebranding and its impact on banking activities-Case study*, Acta Marisiensis. Seria Oeconomica 13(1), 2019, pp. 57-64

http://oeconomica.umfst.ro/O_XIII/115%20-%20130%20REBRANDINGUL%20SI%20IMPACTUL%20ACESTUIA%20ASUPRA%20ACTIVITATILOR%20BANCARE%20E2%80%93%20STUDIU%20DE%20CAZ,%20Marta%20Kiss%20%20.pdf

10. Oltean, F.D.; Gabor, M.R.; Stancioiu, A.F.; Kardos, M.; Kiss, M.; Marinescu, R.C., Aspects of Marketing in Dental Tourism—Factor of Sustainable Development in Romania, Sustainability **2020**, 12, 4320, **FI 2020= 2.576 AIS** (articol ISI în zona galbenă), Q2

<https://www.mdpi.com/2071-1050/12/10/4320>

B. CĂRȚI ȘI CAPITOLE ÎN CĂRȚI

B.2. CAPITOLE ÎN CĂRȚI publicate în țară

Szabo, Zs., Kovacs, M., *A Note on the Accuracy of Multi-Grid Method*, Volum Omagial, Profesor Gheorghe Fărcaș la vârsta de 70 de ani, 2004, Editura Universității “Petru Maior” Tg.Mureș, ISBN 973-7794-07-9, pp. 89-95

C. ARTICOLE/STUDII, ÎN EXTENSO, PUBLICATE ÎN REVISTE DIN FLUXUL ȘTIINȚIFIC INTERNAȚIONAL PRINCIPAL (BDI)

1. Szabo, Zs., Kovacs, M., *On Interior-Point Methods and Simplex method in linear programming*, Analele Științifice ale Universității “Ovidius” Constanța, Seria Matematica, ISSN 1224-1784, Vol. 11(2), 2003, pp. 155-162 (Prima Conferință de Cercetări Operaționale, Constanța, 3-6 Sept. 2003, Academia navală “Mircea cel Bătrân”),

http://www.anstuocmath.ro/mathematics/pdf6/155_162_ZSzabo_MKovacs.pdf

2. Kiss, M., Nagy, R., *Aspecte privind evaluarea gradului de satisfacție al consumatorului. Studiu de caz: Distribuirea energiei termice în Târgu Mureș*, Analele Universității din Oradea, Seria Științe Economice, TOM XVI, Volumul I, 2007, ISSN-1582-5450, p. 1004-1008

http://steconomice.uoradea.ro/anale/volume/2007/2007_cuprins_vol1_sec2.pdf

3. Kovacs (Kiss), M., *An empirical research on the evolution of businesses of the main retail companies in Romania*, The Annals of the University of Oradea. Economic Sciences, TOM XXIII, Vol. I July, 2014, ISSN-1582-5450, p. 1013-1018

<http://anale.steconomieuoradea.ro/volume/2014/n1/111.pdf>

4. Kovacs (Kiss), M., *An empirical study concerning the use of Internet Banking in Romania*, The Annals of the University of Oradea. Economic Sciences, TOM XXIV, Vol. I, July, ISSN 1222-569X (printed format), ISSN-1582-5450 (electronic format), 2015, pp. 1314-1321

<http://anale.steconomieuoradea.ro/volume/2015/AUOES-1-2015.pdf>

5. Kovacs (Kiss), M., *Study on the evolution of some financial products based on Markov chains method*, The Annals of the University of Oradea. Economic Sciences, TOM XXV, Vol. I, July, ISSN 1222-569X (printed format), ISSN-1582-5450 (electronic format), 2016, pp. 1033-1039

<http://anale.steconomieuoradea.ro/volume/2016/AUOES-1-2016.pdf>

6. Kiss, M., *Influence of the brand on purchase decision*, Annals of the „Constantin Brâncuși” University of Târgu Jiu, Economy Series, Issue 6/2016, „ACADEMICA BRÂNCUȘI” PUBLISHER, ISSN 2344-3685, ISSN-L 1844-7007, 2016, p. 54-57

http://www.utgiu.ro/revista/ec/pdf/2016-06/08_KISS%20MARTA-INFLUENCE%20OF%20THE%20BRAND%20ON%20PURCHASE%20DECISION.pdf

7. Kiss, M., (2017) *Study on the evolution and use of Internet Banking services in Romania*, Annals of the „Constantin Brancusi” University of Targu Jiu, Economy Series, Issue 6/2017, ISSN 2344-3685, ISSN-L 1844-7007, p. 82-88

http://www.utgiu.ro/revista/ec/pdf/2017-06/09_Kiss.pdf

8. Kiss, M., (2018), Marketing research on the online purchase of travel products, Studia Universitatis Petru Maior, Series Oeconomica, Fasciculus 1, ISSN – L 1843-1127, ISSN 2286-3249 (ONLINE), ISSN 2286-3230 (CD-ROM)
<http://oeconomica.upm.ro/>
9. Kiss, M., Rebranding and its impact on banking activities-Case study, Acta Marisiensis. Seria Oeconomica 13(1), 2019, pp. 57-64
http://oeconomica.umfst.ro/O_XIII/115%20-%20130%20REBRANDINGUL%20SI%20IMPACTUL%20ACESTUIA%20ASUPRA%20ACTIVITATILOR%20BANCAR%20E2%80%93%20STUDIUL%20DE%20CAZ,%20Marta%20Kiss%20%20.pdf

D. PUBLICAȚII ÎN EXTENSO, APĂRUTE ÎN LUCRĂRI ALE PRINCIPALELOR CONFERINȚE INTERNAȚIONALE DE SPECIALITATE

1. Kovacs (Kiss), M., Market share modelling and forecasting using Markov chains in the case of Romanian banking institutions, Quality – Access to Success, 19(S1), 2018 pp. 274-278 , ISI Proceedings
http://www.srac.ro/calitatea/en/arhiva/supliment/2018/Q-as-Contents_Vol.19_S1_March-2018.pdf
2. Georgescu, M-A., Ciotea, F., Herman, E., Kiss, M., *Utilitatea cunoașterii satisfacției consumatorilor casnici față de serviciile de furnizare a energiei electrice-Studiu de caz*, Volumul Colocviului Internațional de Științe Sociale, Universitatea Brașov, 2006, Tipografia Universității “Transilvania” Brașov, 2007, ISBN 978-973-635-862-3, pp. 502-513
3. Kovacs (Kiss), M., *Brand promotion through websites*, Proceedings of The eighth international conference on economic cybernetic analysis: DEVELOPMENT AND RESOURCES-DERS2013, București 1-2 noiembrie, Editura ASE, ISSN 2247-1820, ISSN-L 2247-1820, 2013, pp. 171-175
4. Kovacs (Kiss), M., *Evolution analysis of the online businesses of the main retail companies in Romania*, Proceedings of the 13th International Conference on Informatics in Economy (IE 2014) Education, Research & Business Technologies, Bucuresti 15-18 mai, 2014, ISSN 2284-7472, ISSN-L 2247-1480, pp. 289-294
5. Kovacs (Kiss), M., *The role and usage of ICT in the Romanian banking system*, Proceedings of The ninth international conference on economic cybernetic analysis: POSITIVE AND NEGATIVE EFFECTS OF EUROPEAN UNION AND EUROZONE ENLARGEMENT-PONE2014, Bucharest october 31-november 1, Editura ASE, ISSN 2247-1820, ISSN-L 2247-1820, 2014, pp. 207-212
6. Kiss, M., (2014) Some aspects on ICT implication in global innovation, *Communication, Context, Interdisciplinarity – 3rd Edition*, Volume III, Section: Economy and Management, “Petru Maior” University Press, ISSN 2069-3389, pp. 679-688
<http://www.upm.ro/cc3/CCI-03/Eco/Eco%2003%2075.pdf>

E. ALTE LUCRĂRI ȘI CONTRIBUȚII ȘTIINȚIFICE

E.1. Proiecte de cercetare naționale și internaționale

Colaborator în cadrul proiectului de cercetare internațională: **MPEAP – Master Professionnel Europeen D’Administration Publique**, nr. proiect - 510222-LLP-1-2010-1-RO-ERASMUS-ECDSP, nr. contract – 2010 – 3409 / 001 – 001, valoare – 358999 euro, director de proiect – conf. univ. dr. Lucian Chiriac (membru în echipă);
Granturi/proiecte câștigate prin competiție națională:

Membră în echipa de cercetare - Contractul obținut în Cadrul planului Național de Cercetare-Dezvoltare și Inovare "Satisfacția consumatorilor casnici față de serviciile furnizate de S.C. Electrica S.A. Targu Mureș", 2006, director de proiect – conf.univ. dr. Maria-Ana Georgescu, Universitatea „Petru Maior” Tg. Mureș

Contract de studii doctorale nr. 338/29.05.2014 în cadrul Proiectului POSDRU/159/1.5/S/137926, Denumire proiect: "Rute de excelență academică în cercetarea doctorală și post-doctorală-READ", Director, Beneficiar: Academia Română, Durata: 12 luni, 1 august 2014-31 iulie 2015

<http://mone.acad.ro/>

Membru al proiectului „Educația pentru Valori și Reușită prin Îndrumarea Carierei și Abilităților - EVRICA", Acord de grant nr. 184/SGU/NC/II din 11.09.2019, beneficiar: Universitatea de Medicină, Farmacie, Științe și Tehnologie „George Emil Palade” din Târgu Mureș

Membru al proiectului VOCATIONAL-WEB-LEAP: An Open Source e-Learning Platform for Training Vocational Students, Apprentices and Graduates on Web Design and Development, Cod proiect 2019-1-TR01-KA202-076828, beneficiar: Universitatea de Medicină, Farmacie, Științe și Tehnologie „George Emil Palade” din Târgu Mureș

E.2. Lucrări/comunicări prezentate în cadrul conferințelor internaționale

1. **Kovacs (Kiss), M.**, (2015) *Study on establishing the required supply using Markov forecasting method*, International conference POST-2015 Development Agenda and Local Governance, Tîrgu Mureș, Romania, 15-16 Mai

http://www.rorcf.ro/dalg2015/?page_id=10

2. **Kovacs (Kiss), M.**, (2015) *Study on using Markov chains in brand forecasting*, Proceedings of The Tenth International Conference on Economic Cybernetic Analysis - Austerity or Development? Lessons from Global Crisis, AUS2015, Bucharest, 30-31 October, ISSN 2247-1820, ISSN-L 2247-1820

<http://www.asecib.ase.ro/simpozion/2015/simpozion.htm>

3. **Kovacs (Kiss), M.**, (2015) *Effective rebranding strategies for financial institutions*, The 4th International Conference „Emerging Markets Queries in Finance and Business” – EMQFB2015, 30-31 October, Tîrgu Mureș, România

4. **Kiss, M.**, (2015) *The use of Internet banking in an emerging market such as Romania*, The 4th International Conference „Emerging Markets Queries in Finance and Business” – EMQFB2015, 30-31 October, Tîrgu Mureș, România

<http://www.rorcf.ro/emqfb2015/>

5. **Kiss, M.**, (2018), *Green Marketing and Corporate Social Responsibility in the Romanian Banking Sector*, The International Conference „Global Economy Under Crisis” -7th Edition- 28th-29th November, 2018, Constanța, România

<http://stec.univ-ovidius.ro/images/2018/conferinte/Program-extins-GEUC-13.12.2017.pdf>

E.3. CITĂRI (fără autocitări) ALE LUCRĂRILOR PUBLICATE

Szabo, Zs., **Kovacs, M.**, Titlu articol citat: *On Interior-Point Methods and Simplex method in linear programming*, Analele Științifice ale Universității "Ovidius" Constanța, Seria Matematica, ISSN 1224-1784, Vol. 11(2), 2003, pp. 155-162 citat de:

1. Wang, L., Li, Y., Truong, T., Lin, T., (2013), *On Decoding of the (89,45,17) Quadratic Residue Code*, IEEE Transactions on Communications, 61(3), pages 832-841, Factor de impact 1.677,

<https://ieeexplore.ieee.org/xpl/RecentIssue.jsp?punumber=26>

2. Li, Y., Liu, H., Chen, Q., Truong, T., (2014) *On decoding of the (73,37,13) Quadratic Residue Code*, IEEE Transactions on Communications, 62, pp. 2615-2625, Factor de impact 2020 5.083, Q1, AIS 1,280

https://ieeexplore.ieee.org/document/6845336?tp=&arnumber=6845336&url=http:%2F%2Fieeexplore.ieee.org%2Fxppls%2Fabs_all.jsp%3Farnumber%3D6845336

3. Li, Y., Liu, H., Chen, Q., Truong, T., (2014), Algebraic and linear programming decoding of the (73,37,13) quadratic residue code, 2014 IEEE International Conference on Communications (ICC), pp. 2015-2020, Factor de impact 1.979,

https://ieeexplore.ieee.org/document/6883619?tp=&arnumber=6883619&url=http:%2F%2Fieeexplore.ieee.org%2Fxppls%2Fabs_all.jsp%3Farnumber%3D6883619

4. Mansour, MM.,(2013), Fast Pruned Interleaving, IEEE Transactions on Communications, 61(3), pages 817-831, Factor de impact 2020 5,083, Q1, AIS 1,280

5. Li, Y, Chen, Q., Liu, H., Truong, T., Performance and analysis of Quadratic Residue Codes of lengths less than 100, IEEE Transactions on Information Theory, ISSN: 0018-9448, 2014, pp. 1-30, Factor de impact 2,326, <https://ieeexplore.ieee.org/xpl/aboutJournal.jsp?punumber=18>

6. Mahdi Mehrtash, Masoud Jokar Kouhanjani, Amir Pourjafar, Seyedbehnam Beladi, An Interior Point Optimization Method for Stochastic Security-constrained Unit Commitment in the Presence of Plug-in Electric Vehicles, Journal of Applied Sciences, vol. 16, issue 5, 2016, pp. 189-200

<http://scialert.net/qredirect.php?doi=jas.2016.189.200&linkid=pdf>

7. S.K. Amponsah, A. Y. Omari-Sasu and L. Addai-Yeboah, Optimum loan portfolio selection: a case study of a bank based in Ghana, Herald Journal of Marketing and Business Management, 3(2), 2014, ISSN 2350-2207, pp. 53-60

8. Samiuddin, J,Haq, MA, (2019), A novel two-stage optimization scheme for solving university class scheduling problem using binary integer linear programming, Operations Management Research 12 (3-4), pp. 173-181, Factor de impact 2020 2.706, Q3, AIS 0,688

https://link.springer.com/article/10.1007/s12063-019-00146-8?utm_source=xmol&utm_medium=affiliate&utm_content=meta&utm_campaign=DDCN_1_GL01_metadata

Kiss M., Titlu articol citat: Influence of the brand on purchase decision, Annals of the „Constantin Brancusi” University of Targu Jiu, Economy Series, Issue 6/2016,ISSN 2344-3685, ISSN-L 1844-7007, pp. 54-57, citat de:

1. Albari, Indah Safitri, (2018), The Influence of Product Price on Consumers’ Purchasing Decisions, Review of Integrative Business and Economics Research, Vol. 7, Supplementary Issue 2, ISSN: 2304-1013 (Online); 2304-1269 (CDROM); 2414-6722 (Print), pp. 328-337

http://buscompress.com/uploads/3/4/9/8/34980536/riber_7-s2_k18-165_328-337.pdf

2. Vadivel S., Jayaprakasam M., (2018), A STUDY ON OWNERS’ BUYING BEHAVIOUR OF MOTOR CAR IN COIMBATORE DISTRICT, IJRAR- International Journal of Research and Analytical Reviews, 5(3), E ISSN 2348 –1269, PRINT ISSN 2349-5138, pp. 544-549

http://ijrar.com/upload_issue/ijrar_issue_1927.pdf

3. J W. Goh, A. H Hong Ng, (2021), Factors Affecting Online Consumer Buying Behavior Towards Essential Oils in Penang, p.24

Oltean, F., Gabor, R., Stancioiu, AF., Kardos, M, **Kiss M.**, Marinescu, RC., Aspects of Marketing in Dental Tourism—Factor of Sustainable Development in Romania, Sustainability 12(10)

1. Ahmadimanesh, F., Pourmehdi, M., Paydar, MM., (2021), Evaluation and prioritisation of potential locations for investment in dental tourism, Soft Computing 25(24), pp. 15313-15333

2. Sanchez-Teba, EM., Garcia-Mestanza, J., Rodriguez-Fernandez, M., (2020), The Application of the Inbound Marketing Strategy on Costa del Sol Planning & Tourism Board. Lessons for Post-COVID-19 Revival, Sustainability 12(23) <https://www.mdpi.com/2071-1050/12/23/9926>