
LISTA DE LUCRĂRI: (perioada 2015-2025)
Mariana JUGĂNARU - Profesor universitar doctor

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

ISI.1. 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

ISI.2. 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.

ISI.3. 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

ISI.4. 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.

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

ISI CPCI.1. 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 CPCI.2. 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 CPCI.3. 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, International e-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.

3. 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 Jugănar**, 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 Jugănar**, 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 Jugănar**, 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 Jugănar**, 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 Jugănar** (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 Jugănar**, 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 Jugănar**, Răzvan Andronache, Ruxandra Florentina Miheu (Fircă) (2021). Using Digital Marketing to Study Customer Behavior. *Ovidius University Annals, Economic Sciences Series*, Volume XX Issue 2, pp.773-779.
- Rbdi.10. Mariana Jugănar**, Răzvan Andronache, Ruxandra Florentina Miheu (Fircă) (2021). Using digital marketing for product development and communication strategies. *Ovidius University Annals, Economic Sciences Series*, Volume XX Issue 2, pp.779-787.
- Rbdi.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.
- Rbdi.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.
- Rbdi.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.
- Rbdi.14. Jugănar Mariana** (2020). How Do We Celebrate 115 Years since the Establishment of the Tourist Resort Mamaia (Romania). *Ovidius University Annals Economic Sciences Series*, Volume XX, Issue 2, pp.700-709.
- Rbdi.15. Jugănar Mariana** (2020). From Traditional Education to the Online Training Process in Romanian Higher Education – an Experiment Generated by the New Coronavirus Pandemic. *Ovidius University Annals, Economic Sciences Series*, Volume XX, Issue 1, pp.676-682.
- Rbdi.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,

- Rbdi.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
- Rbdi.18. Jugănaru Mariana**, Jugănaru 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.
- Rbdi.19. Jugănaru 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.
- Rbdi.20. Jugănaru 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.
- Rbdi.21. Jugănaru 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.
- Rbdi.22. Jugănaru Mariana** (2018). The Evolution of the Turnover and of the Gross Profit Recorded by Economic Agents in the Main Towns of Constanta County, between 2016 and 2017. *Ovidius University Annals, Economic Sciences Series* Volume XVIII, Issue 2, pp.623-628.
- Rbdi.23. Jugănaru 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.
- Rbdi.24. Jugănaru 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.
- Rbdi.25. Jugănaru Ion Dănuț**, Aivaz Kamer Ainur, **Jugănaru 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.
- Rbdi.26. Aivaz Kamer Ainur**, **Jugănaru Mariana**, Jugănaru 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.
- Rbdi.27. Jugănaru Mariana**, Jugănaru 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.
- Rbdi.28. Aivaz Kamer Ainur**, **Jugănaru Mariana**, Jugănaru Ion Dănuț (2017). Analyzing Seasonality and Forecasting the Number of Tourists' Overnight Stays in Constanta Municipality. *Ovidius University Annals, Economic Sciences Series* Volume XVII, Issue 1, pp.265-271.
- 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.

Rbdi.36. Aivaz Kamer Ainur, Jugănaru Ion Dănuț, **Jugănaru Mariana** (2016). Using the Factorial Correspondences for Analyzing Tourist Flows. *Network Intelligence Studies*, Volume IV, Issue 1 (10) /2016 Rethinking Global Space, Culture and Change in Organizations, Part I, pp. 19-31.

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.

4. 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 ISBN978-3-031-49352-2, Online ISBN978-3-031-49353-9, pp 143–160

C.2. Jugănaru Ion-Dănuț (coordonator), Cheramidoglu, Const., **Jugănaru Mariana** (2020). *Monografia Camerei de Comerț Constanța, la 140 de ani de la înființarea primei Camere de Comerț a Dobrogei, la Constanța și 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>

5. Articole susținute și/sau publicate în volumele unor manifestări științifice internaționale

Ai.1. Daniela Victoria Popescu, **Mariana Jugănar**, Cătălin Mihail Barbu, Sorina Raula Gîrboveanu (2024). SOCIAL NETORKS AND THE BUYNG INSTINCT OF THE CONSUMER. [Paper presentation]. 16th International Conference Competitiveness and Stability in the Knowledge-Based Economy, Craiova, Romania, October, 25-26 2024.

Ai.2. Juganaru, M., Juganaru, I.D., & Moraru, A.-D. (2020, September). The COVID-19 Generated Crisis and the Impact on the Higher Education in the Field of Economics [Paper presentation]. XIV. IBANESS Congress Series on Economics, Business and Management – Plovdiv / Bulgaria, septembrie 2020.

6. Proiecte/contracte de cercetare

P.1. Proiect: *"ESPERO -Extinderea strategiei de internaționalizare și creșterea vizibilității Universității Ovidius din Constanța prin acțiuni de promovare în plan internațional ca universitate multiculturală comprehensivă"*, CNFIS-FDI-2022-0532 funcția în echipa de implementare a proiectului- specialist marketing, perioada mai –dec. 2022.

P.2. Proiect: *"Consolidarea și extinderea Societății Antreprenoriale Studențești „Ovidius Innovation Center”-OICSAS"*, CNFIS-FDI-2022-0211, funcția în echipa de implementare a proiectului- expert învățământ/ organizare evenimente de antreprenoriat, perioada mai –dec. 2022.

P.3. Proiect: *"Performanță și calitate academică. Crearea și dezvoltarea în Universitatea „Ovidius” din Constanța a Platformei electronice instituționale pentru evaluarea periodică a performanțelor profesionale individuale ale cadrelor didactice – PERFORM DIDACT"*, CNFIS-FDI-2021-0540, funcția în echipa de implementare a proiectului-expert asigurarea calității, 2021.

P.4. Proiect: *"Echitate socială și competitivitate în parteneriat cu mediul socio-economic într-o universitate europeană modernă – SMART – COMPETE"*, CNFIS-FDI-2020-0652 funcția în echipa de implementare a proiectului- Expert Învățământ, 2020

P.5. Proiect: *"Dezvoltarea activităților Societății Antreprenoriale Studențești „Ovidius Innovation Center"*, CNFIS-FDI-2019-0369, funcția în echipa de implementare a proiectului- expert învățământ/ elaborare curiculă, 2019

P.6. Proiect: *"Creșterea competitivității tinerilor pe piața forței de muncă prin acces la studii universitare și pregătire profesională continuă"*, acronim - OVID-COMPETE, CNFIS-FDI-2019-0723, funcția în echipa de implementare a proiectului- expert învățământ, 2019

P.7. Proiect: *"START – UP AS – Antreprenor de succes în Regiunea Sud - Est"* (Cod SMIS 105394) proiect cofinanțat din **FONDUL SOCIAL EUROPEAN PRIN PROGRAMUL OPERAȚIONAL CAPITAL UMAN 2014-2020**, funcția în echipa de implementare a proiectului-expert formare antreprenorială, 2018

P.8. Proiect: *"From Idea to Entrepreneurship"*, POCU/82/3.7/107000, funcția în echipa de implementare a proiectului-expert formare antreprenorială, 2018.

P.9. Proiect: *"Susținerea activităților Societății Antreprenoriale Studențești „Ovidius Innovation Center"*, FDI OIC–SAS, CNFIS-FDI-2018-0480, funcția în echipa de implementare a proiectului-expert învățământ/Organizare evenimente și îndrumare proiecte (Cod COR 235104), 2018.

P.10. Proiect: *"Înființarea și susținerea activităților Societății Antreprenoriale Studențești “Ovidius Innovation Center"*, FDI OIC–SAS, CNFIS-FDI-2017-0656, funcția în echipa de implementare a proiectului- expert învățământ/îndrumator proiecte de antreprenoriat studențești, 2017.

P.11. Proiect : “Fii SMART, fii student!”referent marketing, funcția în echipa de implementare a proiectului-expert învățământ/îndrumator proiecte de antreprenoriat studențesci-2017,

P.12. Proiect: ”INTERREG V A ROMANIA-BULGARIA PROGRAMME, YCEYTS- 16.4.2.2017”, CNDIS-FDI-2017- 0599, Cod Ems RO-BG 191, 2017-2019, membru-expert în echipa de implementare proiect.

Prof.univ.dr. Mariana Jugănaru