

Nume Prenume: Marcu Mihaela

Gradul didactic: Lector

Instituția unde este titular: Universitatea Hyperion din București

Facultatea: Facultatea de Științe economice

Departamentul: Științe Economice

L I S T A

lucrărilor științifice în domeniul disciplinelor din postul didactic 2021 - prezent

A. Teza de doctorat

Marketing în mass-media (Brașov, 2010)

1. „Internal Public Audit: From Control Mechanism To Strategic Partner In Public Sector Governance”, International Scientific-Practical Conference Economic Growth in the Face of Global Challenges Strategies for Sustainable Growth, Demographic Resilience, and Social Equity, XIXth edition, October 9-10, 2025, Academy of Economic Studies of Moldova, National Institute for Economic Research (coautor), https://www.ince.md/wp-content/uploads/2025/10/Extended_Conference_Programme_NIER_2025.pdf

2. „Success Factors And Risks In Brand Extension”, The Economic Environment In The 21st Century Conference, 2025, Hyperion University of Bucharest, ISBN: 978-606-26-2094-3 , pag. 53-62, unic autor;

4. „Promoting Entrepreneurship Among The Young Generation In Order To Insert Them Into The Labour Market”, European Perspectives On The Labour Market – Innovation, Competences, Performance – Skills For The Future, 27–28 November 2024, Bucharest, Institute for Economic Forecasting, National Institute of Economic Research, Romanian Academy, https://ipe.ro/new/conf/Conf.Piata_Muncii%20IPE2024_engl.pdf ;

5. **“Tourism Marketing Destination”**, International Conference “Trends In The Current Economic Environment”, 12-13 December 2024, , "Hyperion" University from Bucharest, Romania, https://econ.hyperion.ro/index.php?option=com_attachments&task=download&id=694 ;
6. **“Characteristics Of The European Media Consumer”**, Trends In The Current Economic Environment 2024, ISSN: [2810-322X](https://doi.org/10.2478/2810-322X) ;
7. **“Promotion Of Romanian Rural Tourism - Factor Of Sustainable Economic Development”**, International Conference “The Economies Southern and Eastern European Countries in the World Globalization”, 16-17 May 2024, , "Hyperion" University from Bucharest, Romania, <https://econ.hyperion.ro/component/attachments/download/669> ;
8. **„Teste grilă pentru pregătirea examenului de licență – Economia comerțului, turismului și serviciilor”**, Editura Pro Universitaria, 2024, coautor, ISBN ONLINE - 978-606-26-1867-4 https://econ.hyperion.ro/index.php?option=com_attachments&task=download&id=632;
9. **“The Use Of Promotional Means Within Romanian Service Companies”**, International Conference “Trends In The Current Economic Environment”, 7-9 December 2023, , "Hyperion" University from Bucharest, Romania, <https://econ.hyperion.ro/component/attachments/download/610> ;
10. **“Analysis Of The Romanian Advertising Market”**, International Conference “The Economies Southern and Eastern European Countries in the World Globalization”, 4-5 May 2023, , "Hyperion" University from Bucharest, Romania, <https://econ.hyperion.ro/component/attachments/download/612> ;
11. **Suport de curs în format ID pentru disciplina “Marketing”**, Platforma ID-Hyperion, Facultatea de Științe Economice, Universitatea Hyperion din București, 2023, coautor;
12. **“Strategia de marketing privind pătrunderea pe o piață. Studiu de caz BILKA STEEL S.R.L.”**, Olimpiada Națională a Economiștilor în Formare (ONEF) 2023, Faza națională a Competiției de Comunicări Științifice, ediția a XVII-a, la Universitatea de Petrol și Gaze Ploiești, 25-27 mai 2023, coordonator lucrare, https://afer.ase.ro/?page_id=528 ;
13. **“Adapting The Marketing Mix To The Pandemic And Economic Crisis”**, International Conference “Trends In The Current Economic Environment”, 8-9 December 2022, , "Hyperion" University from Bucharest, Romania, <https://econ.hyperion.ro/component/attachments/download/490> ;

14. Suport de curs în format ID pentru disciplina “Marketing internațional”, Platforma ID-Hyperion, Facultatea de Științe Economice, Universitatea Hyperion din București, 2022, coautor;

15. “Customer Loyalty Of Tourist Services”, International Conference “Trends In The Current Economic Environment”, 3 December 2021, , "Hyperion" University from Bucharest, Romania, <https://econ.hyperion.ro/component/attachments/download/372> ;

16. “Campaign To Promote Vaccination Against Covid-19 In The European Union”, International Conference “The Economies Southern and Eastern European Countries in the World Globalization”, 23 April 2021, , "Hyperion" University from Bucharest, Romania, <https://econ.hyperion.ro/component/attachments/download/373> ;

Mențiune: Până la finalul anului 2020 am fost în concediu de creștere a copilului.