

Mihai Ioan Roșca

Lista a cinci lucrari reprezentative

1.

Anghel, Laurentiu Dan; Grigore, Georgiana Florentina; **Rosca, Mihai**, CAUSE-RELATED MARKETING, PART OF CORPORATE SOCIAL RESPONSIBILITY AND ITS INFLUENCE UPON CONSUMERS' ATTITUDE, AMFITEATRU ECONOMIC Volume: 13 Issue: 29 Pages: 72-85 Published: FEB 2011

https://apps.webofknowledge.com/full_record.do?product=UA&search_mode=Refine&qid=2&SID=Z2DLmBO24N@2EfhI7bA&page=1&doc=1

2.

Teodorescu, Nicolae ; Veghes, Calin ; **Rosca, Mihai**, ANALYSIS OF CONSUMER ATTITUDES REGARDING ENVIRONMENTAL ISSUES: THE CASE STUDY OF ROMANIA , TRANSFORMATIONS IN BUSINESS & ECONOMICS Volume: 8 Issue: 3 Special Issue: SI Supplement: A Pages: 274-291 Published: 2009

https://apps.webofknowledge.com/full_record.do?product=UA&search_mode=Refine&qid=2&SID=Z2DLmBO24N@2EfhI7bA&page=1&doc=5

3.

Stancu, Alin; Grigore, Georgiana Florentina; **Rosca, Mihai**, *Consumers' perceptions towards corporate social responsibility initiatives - a qualitative approach*, TRANSFORMATIONS IN BUSINESS & ECONOMICS, 2011, Volume: 10 Issue: 2B Pages: 754-764, ISI Web of Knowledge, scor relativ de influenta 0,11424, ISSN: 1648-4460,

https://apps.webofknowledge.com/full_record.do?product=UA&search_mode=Refine&qid=2&SID=Z2DLmBO24N@2EfhI7bA&page=1&doc=3

4.

Rosca, Mihai Ioan, *Cercetarea impactului marketingului ecologic in intreprinderile din Romania*, REVISTA ROMANA DE MARKETING, 1/2006, Rosetti Educational Printing Hall, Bucharest , revistă cotate B CNCIS, - Cabell's Directory of Publishing Opportunities in Marketing, EBSCO *host*, Index Copernicus, ProQuest (ABI/INFORM Global), ISSN: 1842-2454,

http://www.revistademarketing.ro/pagina_principala.php?operatie=arhiva_id&arhiva_id=1

5.

Rosca, Mihai Ioan, *Redefining organic products*, publicat in volumul BUSINESS RESEARCH CHALLENGES IN A TURBULENT ERA, Book Editor(s): Vrontis, D; Weber, Y; Kaufmann, HR, EuroMed , 2011, 2211-2214, 4 pg din 1154, ISBN: 978-9963-711-01-7

http://apps.webofknowledge.com/full_record.do?product=WOS&search_mode=GeneralSearch&qid=3&SID=N26d9phOmn1A4bMe9FF&page=1&doc=1