

PUBLICATII – VALORIFICAREA REZULTELEOR ȘTIINȚIFICE

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1. Alexa, E.L., Avasilcăi, S. (2017) *Online Marketing as Part of the Internationalization Strategy An Analysis over Website Communication*, in Soliman, KS (Ed.) VISION 2020: SUSTAINABLE ECONOMIC DEVELOPMENT, INNOVATION MANAGEMENT, AND GLOBAL GROWTH, VOLS I-IX, Proceedings of the 30st International-Business-Information-Management-Association Conference, NOV 08-09, 2017, Madrid, SPAIN, ISBN: 978-0-9860419-9-0, pp. 2043-2056, Accession Number: WOS:000443640501075, Publisher INT BUSINESS INFORMATION MANAGEMENT ASSOC-IBIMA, 34 E GERMANTOWN PIKE, NO. 327, NORRISTOWN, PA 19401 USA
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2. Alexa, L., Avasilcai, S., Pislaru, M. (2018) *Creativity as a Service - The Case of eYeka*, in Soliman, KS (Ed.) INNOVATION MANAGEMENT AND EDUCATION EXCELLENCE THROUGH VISION 2020, VOLS I –XI, Proceedings of the 31st International-Business-Information-Management-Association Conference, APR 25-26, 2018, Milan, ITALY, ISBN:978-0-9998551-0-2, pp. 5171-5178, Accession Number: WOS:000444067202141, Publisher INT BUSINESS INFORMATION MANAGEMENT ASSOC-IBIMA, 34 E GERMANTOWN PIKE, NO. 327, NORRISTOWN, PA 19401 USA
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3. Pislaru, M., Alexa, L., Avasilcai, S., (2018) *Assessment of Project Management Implementation Based On Fuzzy Logic Approach*, in Soliman, KS (Ed.) INNOVATION MANAGEMENT AND EDUCATION EXCELLENCE THROUGH VISION 2020, VOLS I –XI, Proceedings of the 31st International-Business-Information-Management-Association Conference, APR 25-26, 2018, Milan, ITALY, ISBN:978-0-9998551-0-2, pp. 6079-6086, Accession Number: WOS:000444067203030, Publisher INT BUSINESS INFORMATION MANAGEMENT ASSOC-IBIMA, 34 E GERMANTOWN PIKE, NO. 327, NORRISTOWN, PA 19401 USA
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1. Galateanu (Avram), E., Avasilcăi, S. (2018) „Co-creators in innovation ecosystems. Part I: The case of creative industries” 062009, ModTech 2018 „Modern Technologies in Industrial Engineering”, IOP Conference Series: Materials Science and Engineering, vol. 400, iss. 6, pp. 1 – 8, doi:10.1088/1757-899X/400/6/062009 ISSN: 1757-899X
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5. Bagiu, N., Avasilcăi, S., Alexa, L., Pîslaru, M. (2018) „Balancing contrasting approaches to develop an online community: The case of [CRE@TIVE.BIZ](#)”, Proceedings of 6th RMEE International Management Conference: „Performance Management or Management Performance? ”, 20-22 septembrie, Cluj-Napoca, ISSN: 2247 – 8639, pp. 572 – 577
6. Bagiu, N., Avasilcăi, S., Alexa, L. (2018) „An “agile” approach to develop a crowdsourcing platform: the case of [CRE@TIVE.BIZ](#)”, ModTech 2018 „Modern Technologies in Industrial Engineering”, IOP

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1. Galateanu (Avram), E., Avasilcăi, S. (2018) „*The use of crowdsourcing within textile industry*”, Proceedings of the 17th Romanian Textiles and Leather Conference - CORTEP 2018, 7 - 9 Noiembrie, Iași, ISBN: 978 – 606 – 685 -174 – 9, pp. 389 – 392
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