

Nume Prenume: Cosma Smaranda Adina  
Gradul didactic: Prof.univ.dr.  
Instituția unde este titular: Universitatea Babeș-Bolyai, Cluj-Napoca  
Facultatea: Business  
Departamentul: Servicii de Ospitalitate

<https://scholar.google.com/citations?user=VtlwtqsAAAAJ&hl=ro>

## L I S T A

### lucrărilor științifice în domeniul disciplinelor din postul didactic

#### A. Teza de doctorat

*Politici promoționale în marketingul internațional*

#### B. Cărți și capitole în cărți publicate în ultimii 10 ani

##### Cărți

1. **Cosma S.**, „Principiile marketingului”. Editura Presa Universitară Clujeană, Cluj-Napoca, 2022. (ISBN 978-606-37-1677-5).
2. Cozma A.T., **Cosma S. A.**, „Cum să ne poziționăm pe piață? Strategii practice și eficiente pentru piața de Pet Food din România”. Editura Presa Universitară Clujeană, Cluj-Napoca, 2024. (ISBN 978-606-37-2182-32024)
3. Stanca R.F., **Cosma S. A.**, „Harta invizibilă a profitului pe piața serviciilor informatice din România. Studiu comparativ între companiile multinaționale și cele locale dintr-o perspectivă fiscală și de marketing”. Presa Universitară Clujeană, UBB, Cluj-Napoca, 2025. (ISBN 978-606-37-2723-8). <https://editura.ubbcluj.ro/index.php/puc/catalog/book/3934>

##### Capitole în cărți

1. Fleșeriu, C., **Cosma S.A.**, Bota M., *Cluj-Napoca European Youth Capital: Why to Attend a Major Event*, Pages 89-99 în Vicky Katsoni, Kathy Velander (Editors), *Innovative Approaches to Tourism and Leisure*, Fourth International Conference IACuDiT, Athens 2017, Springer International Publishing AG 2018, ISSN 2198-7246 ISSN 2198-7254 (electronic), Springer Proceedings in Business and Economics, ISBN 978-3-319-67602-9, ISBN 978-3-319-67603-6 (eBook), <https://doi.org/10.1007/978-3-319-67603-6>
2. Tripon, I.M., **Cosma, S.A.** (2018). *The Evolution of Tourism Destination: A Review of Literature*. In C. Năstase (ed.), *The 14th Economic International Conference: Strategies and Development Policies of Territories: International, Country, Region, City, Location Challenges* | May 10-11,

2018 | Stefan cel Mare University of Suceava, Romania (pp. 268-279). Iasi, Romania: LUMEN Proceedings, <https://doi.org/10.18662/lumproc.79>

3. Căzan, I.C., **Cosma, S.A.**, *ROMANIAN RURAL TOURISM INVOLVEMENT IN SOCIAL MEDIA CHANNELS*, In T.Păduraru, G.Tacu, D.Ungureanu (coord.), *Romanian Rural Tourism in International Context. Present and Prospects*, Vol. XLV, Editura Performantica, Iași, 2019, ISBN: 978-606-685-649-2, pag.48-56.

4. Caraba, D.A., **Cosma, S.A.**, *Current Spectator's Profile of the Stage Arts*, in Marius Dan GAVRILETEA and Monica Maria COROȘ (editors), *Book of Abstracts and Proceedings of the International Conference MODERN TRENDS IN BUSINESS, HOSPITALITY AND TOURISM*, Presa Universitară Clujeană, Cluj-Napoca, pag. 133-140, 2021, ISBN 978-606-37-1186-2 (eBook).

5. Buzgău, H.O., **Cosma, S.A.** (2021). *Boosting Agribusinesses with Brands during COVID-19 Pandemic*, Leadership, Innovation, Management and Economics: Integrated Politics of Research, Selected papers (part of LIMEN conference collection), SKRIPTA International, Belgrade, 2021, ISBN 978-86-80194-53-0, ISSN 2683-6149, DOI: <https://doi.org/10.31410/LIMEN.S.P.2021>, pag. 87-100.

6. Borza, H.V., **Cosma, S.A.**, *Bishops the bishops of the orthodox Romanian church from official trendsetters to real online influencers*, în *Entrepreneurship through Digital Transformation and Social Changes*, editori Ioan Hosu, Lorina Culic, Andreea Voina, Presa Universitară Clujeană, 2022, pag. 349-360, <http://www.editura.ubbcluj.ro/bd/ebooks/pdf/3454.pdf>

### C. Lucrări indexate WoS/BDI publicate în ultimii 10 ani

#### Wos

1. **Cosma, S.**, Bota, M., Fleșeriu, C., Negrușă, A., Toader, V. and Rus, R.V., *Some Considerations Regarding Motivations and Overall Perceptions on Film Festivals*, *Amfiteatru Economic*, 18(Special Issue No. 10), 2016, pp. 929-943, ISSN Print: 1582-9146 ISSN Online: 2247-9104, <http://www.amfiteatruconomic.ro/ArticolEN.aspx?CodArticol=2578>

2. Negrușă, A.L., Toader, V., Rus, R.V., **Cosma, S.A.**, *Study of Perceptions on Cultural Events' Sustainability*, *Sustainability* 8(12):1269, December 2016, ISSN 2071-1050, DOI: 10.3390/su8121269, <http://www.mdpi.com/2071-1050/8/12/1269>

3. **Cosma, S.**, Zerva, K., Bota, M., Fleșeriu, C., *A study on the Romanians' profile among leisure activities*, *Amfiteatru Economic*, Volume: 20, No. Special 12, 2018, pag. 920-934, ISSN Print: 1582-9146 ISSN Online: 2247-9104, DOI: 10.24818/EA/2018/S12/920

4. **Cosma S.**, Bota M., Fleșeriu C., Morgovan C., Văleanu M., Cosma D., *Measuring Patients' Perception and Satisfaction with the Romanian Healthcare System*, *Sustainability* 2020, 12(4), 1612; <https://doi.org/10.3390/su12041612>

5. **Cosma, S.**, *New Perspectives and Development Oportunities of Central and Eastern European Tourism*. *Amfiteatru Economic*, 22(54), 2020, pp. 623-629. DOI: 10.24818/EA/2020/54/623 – **book review**

6. Fleșeriu C., **Cosma S.**, Bocăneț V., *Values and Planned Behaviour of the Romanian Organic Food Consumer*, *Sustainability* 2020, 12(5), 1722; <https://doi.org/10.3390/su12051722>

7. Morgovan, C., **Cosma, S. A.**, Văleanu, M., Juncan, A. M., Rus, L. L., Gligor, F. G., Butuca, A., Tit, D. M., Bungau, S., & Ghibu, S. (2020). An Exploratory Research of 18 Years on the Economic Burden of Diabetes for the Romanian National Health Insurance System. *International journal of environmental*

research and public health, 17(12), 4456. <https://doi.org/10.3390/ijerph17124456>

8. Melo C. et al. (2021) Creating Collaborative Research Opportunities at a Distance: From Porto to Cluj-Napoca. In: Reis A., Barroso J., Lopes J.B., Mikropoulos T., Fan CW. (eds) Technology and Innovation in Learning, Teaching and Education. TECH-EDU 2020. Communications in Computer and Information Science, vol 1384. Springer, Cham. [https://doi.org/10.1007/978-3-030-73988-1\\_30](https://doi.org/10.1007/978-3-030-73988-1_30)
9. Cozma, A.T., **Cosma, S.A.**, Văleanu, M. (2022). An Examination of the Pet Food Buying Behavior Before and During the COVID-19 Pandemic. In: Fotea, S.L., Fotea, I.Ş., Văduva, S. (eds) Post-Pandemic Realities and Growth in Eastern Europe. GSMAC 2022. Springer Proceedings in Business and Economics. Springer, Cham. [https://doi.org/10.1007/978-3-031-09421-7\\_10](https://doi.org/10.1007/978-3-031-09421-7_10)
10. Buzgău, H. O., **Cosma, S. A.** (2022, May). Systematic Reviews and Meta-Analysis of Brand Value, Brand Equity, Brand Trust, and Brand Loyalty in Agribusiness. In International Conference on Modern Trends in Business Hospitality and Tourism (pp. 267-286). Cham: Springer Nature Switzerland.
11. Buzgău, H. O., **Cosma, S.A.** (2023). SYSTEMATIC REVIEW OF THE AGRIBUSINESS BRANDING LITERATURE: GATHERING THE RELEVANT GUIDELINES. Elevating Europe, 51.
12. Budişan, R.D., **Cosma, S.A.**, Chifu, I.C., *Analysing the Effect of Body, Mind and Soul State on Subjective Well-Being During COVID-19 Pandemic*, Studies in Business and Economics, vol.18, no.1, 2023, pp.54-68. <https://doi.org/10.2478/sbe-2023-0003>
13. Tia, T.C., **Cosma, S.A.**, Borza, H. V., *Elderhood and the Sacrament of Communion: An Orthodox Theological Exploration of Gracefully Aging*, Religions 15.3, 2024, 304.

## BDI

1. Yolal, M., Rus, R.V., **Cosma, S.**, Gursoy, D., *A Pilot Study on Spectators' Motivations and Their Socio-Economic Perceptions of a Film Festival*, Journal of Convention & Event Tourism, Volume 16, Issue 3, 2015, **DOI:** 10.1080/15470148.2015.1043610, pag. 253-271, <http://www.tandfonline.com/doi/abs/10.1080/15470148.2015.1043610?journalCode=wcet20>.
2. **Cosma, S.**, Bota, M., Fleşeriu, C., Gică, O.A., *Participant's motivation and perception on events*, The USV Annals of Economics and Public Administration, Volume 17, Issue 2(26), 2017, pag. 44-54, [http://www.seap.usv.ro/annals/arhiva/USVAEPA\\_VOL.17,ISSUE\\_2\(26\),%202017\\_fulltext.pdf](http://www.seap.usv.ro/annals/arhiva/USVAEPA_VOL.17,ISSUE_2(26),%202017_fulltext.pdf)
3. Căzan, I.C., **Cosma, S.A.**, *Tourism destinations development trends through the social media content perspective*, Journal of tourism, no 26 (2018), <http://www.revistadeturism.ro/rdt/article/view/411/265>
4. Borza, H.V., **Cosma, S.A.**, *Religiosity - A Marketing Perspective*, The USV Annals of Economics and Public Administration, Volume 18, Issue 2(28), 2018, pag. 67 – 72.
5. Sofică, A., **Cosma, S.**, *Extended Marketing Mix (7Ps) and HRM Recruiting. How to Sell a Job*, STUDIA UBB NEGOTIA, LXIII, 3, 2018, pp. 5-26, <http://studia.ubbcluj.ro/download/pdf/1211.pdf>
6. Buzgău, H.O., **Cosma, S.A.**, *Assessing competitiveness in agribusinesses. The case of Holiv Ecoplant*, Studia UBB Negotia, vol. 66, issue 2 (June) 2021, pp. 79-98, doi: 10.24193/subbnegotia.2021.2.05, [http://www.studia.ubbcluj.ro/download/pdf/negotia/2021\\_2/05.pdf](http://www.studia.ubbcluj.ro/download/pdf/negotia/2021_2/05.pdf)
7. Caraba, D. A., **Cosma, S.A.** (2021). *Perceptions and attitudes of the stage arts audience on marketing mix variables*. Studia Universitatis Babeş-Bolyai, Negotia, 66(4), pag. 45-67.

8. Buzgău, H.O., **Cosma, S.A.** (2022). *Agribusiness Branding: A Systematic Literature Review Framework*. The USV Annals of Economics and Public Administration, 22(1 (35)), 78-91.
9. Cozma, A.T., **Cosma, S.A.**, Văleanu, M. (2022). *Workplace influence on purchase behavior of pet food products in the pandemic period*. Studia Universitatis Babeş-Bolyai, Negotia, 67(2), pag. 71-90.
10. Cozma, A.T., **Cosma, S.A.**, Văleanu, M. (2022). *Analysis of online versus offline buying behavior of pet owners during the Covid-19 pandemic*, Ecoforum, vol.11, 3(29).
11. Cozma, A.T., **Cosma, S.A.**, *B2C market segmentation: A systematic literature review*, The USV Annals of Economics and Public Administration, Vol 23, No 1(37) (2023), pp. 25-45.
12. Borza, H. V., Căzan, I. C., **Cosma, S.A.** (2023). *Adaptive Facebook Communication Of Orthodox Entities In Covid-19 Context*. Studia Universitatis Babeş-Bolyai Negotia, 31-52.
13. Dumitru, I. M., **Cosma, S.A.** (2023). *A MEASUREMENT OF RURAL TOURISM DESTINATIONS' COMPETITIVENESS*. Studia Universitatis Babeş-Bolyai Negotia, 81-97.
14. **Cosma, S.A.**, Căzan, I.C., Cozma, A.T., Borza H.V. (2024). *Understanding residents' perceptions and attitudes towards tourism development in urban destinations: the Case of Cluj-Napoca, Romania. Review of Innovation and Competitiveness: A Journal of Economic and Social Research*, Vol. 10 No. 1, 47-70.
15. Borza, H., **Cosma, S. A.**, & Cozma, A. T. (2025). *Exploring religious consumption behavior through confession, cognition, and ritual participation: evidence from Romanian high-school students*. The USV Annals of Economics and Public Administration, 25(2 (42)).
16. Cozma, A.T., **Cosma, S.A.**, Bota, M., *Determinants of customer loyalty in the Romanian fuel retail market: an extended empirical analysis*, Analele Universităţii din Oradea. Seria ştiinţe economice TOM XXXIV, 2nd Issue, December 2025, 165-175.

**D. Lucrări publicate în ultimii 10 anii în reviste și volume de conferințe cu referenți (neindexate)**

**- Selecție cu maximum 20 lucrări în volume de conferințe**

1. **Cosma, S.**, Bota, M., Fleşeriu, C., Cosma, D., *Patients' satisfaction with Romanian healthcare system*, Proceedings of the International scientific symposium "Information society and sustainable development", II<sup>nd</sup> Edition, 2015, pag. 33, ISBN 978-973-144-637-0 Academica Brâncuși House Publisher.
2. **Cosma, S.**, Fleşeriu, C., Bota, M., Bota, M., *Exploratory study regarding tourism destination governance*, Proceedings of the International scientific symposium "Information society and sustainable development", II<sup>nd</sup> Edition, 2015, pag. 31, ISBN 978-973-144-637-0 Academica Brâncuși House Publisher.
3. Fleşeriu, C., **Cosma, S.**, Bota, M., *Policies and strategies used by international chains in hotels owned in Romania*, Proceedings of the international scientific symposium Information society and sustainable development, II<sup>nd</sup> Edition, 2015, pag. 232, ISBN 978-973-144-637-0 Academica Brâncuși House Publisher.
4. **Cosma, S.**, Fleşeriu, C., Bota, M., *Marketing mix strategies of international hotel chains on*

*Romanian market*, Proceedings of the 7<sup>th</sup> International conference "European Union future perspectives: innovation, entrepreneurship and economic policy", 21-23 May, 2015, Croatia.

5. **Cosma, S.**, Fleşeriu, C., Bota, M., *New approaches of customers relationship in hotels belonging to an international chain*, BASIQ 2015 INTERNATIONAL CONFERENCE NEW TRENDS IN SUSTAINABLE BUSINESS AND CONSUMPTION PROCEEDINGS PAPERS, 2015, BUCHAREST, ROMANIA, Editura ASE, pag. 314-321, ISSN 2457-483X, ISSN-L 2457-483X.
6. **Cosma, S.**, Bota, M., Fleşeriu, C., *Motivations in attending a major event: the case of Cluj-Napoca European Youth Capital*, Proceedings of the International scientific symposium "Information society and sustainable development", III<sup>rd</sup> Edition, 2016, pag. 180-187.
7. **Cosma, S.**, Bota, M., Fleşeriu, C., *Exploring the influence of respondents' profile among leisure activities*, Proceedings of the International scientific symposium "Information society and sustainable development", III<sup>rd</sup> Edition, 2016.
8. Chifu, C., **Cosma, S.**, Luca, I., Bota, M., *Events impact on some tourism indicators in Cluj-Napoca*, Proceedings of the International Conference ENTREPRENEURSHIP IN THE HOSPITALITY INDUSTRY, fourth edition, *Trends in Hospitality*, October 14th-15th, 2016, Cluj-Napoca, România, pag. 216-220.
9. **Cosma, S.A.**, Bota, M., Fleşeriu, C., Văleanu, M., Cosma, D., *Considerations regarding the patients' satisfaction in the context of ensuring Romanian sustainable healthcare system, The third edition of the International Conference Inclusive and sustainable economic growth. Challenges, measures and solutions (ISEG)*, Brasov, 2017.
10. Căzan, I.C., **Cosma, S.A.**, *Tourism destinations development trends through the social media content perspective*, presented at International scientific symposium Information society and sustainable development, 5<sup>th</sup> Edition, 27-28 aprilie, Tg. Jiu, 2018
11. Tripon, I.M., **Cosma, S.A.**, *The Evolution of Tourism Destination: A Review of Literature*, presented at the 14th Economic International Conference: Strategies and Development Policies of Territories: International, Country, Region, City, Location Challenges, May 10-11, 2018, Stefan cel Mare University of Suceava, Romania.
12. Sofică, A., **Cosma, S.**, *Operationalizing extended marketing mix for HRM recruiting purposes: how to sell a job*, pag. 8-14, în Smaranda Adina Cosma, Cristina Fleşeriu, Adina Letiția Negrușă, Marius Bota, Valentin Toader (Editors), *Generational impact in the Hospitality Industry*, International Conference ENTREPRENEURSHIP IN THE HOSPITALITY INDUSTRY, Cluj-Napoca, 2018, Editura Risoprint, ISBN: 978-973-53-1395-2.
13. Fleşeriu, C., **Cosma, S.**, Bocăneț, V., Bota, M., *The influence of age on how romanians choose a hotel*, pag. 20-27, în Smaranda Adina Cosma, Cristina Fleşeriu, Adina Letiția Negrușă, Marius Bota, Valentin Toader (Editors), *Generational impact in the Hospitality Industry*, International Conference ENTREPRENEURSHIP IN THE HOSPITALITY INDUSTRY, Cluj-Napoca, 2018, Editura Risoprint, ISBN: 978-973-53-1395-2.
14. **Cosma, S.**, Berntzen, L., Fleşeriu, C., Căzan, I.C., *Exploratory study regarding tourism destination governance*, pag. 47-50, în Smaranda Adina Cosma, Cristina Fleşeriu, Adina Letiția Negrușă, Marius Bota, Valentin Toader (Editors), *Generational impact in the Hospitality Industry*, International Conference ENTREPRENEURSHIP IN THE HOSPITALITY INDUSTRY, Cluj-Napoca, 2018, Editura Risoprint, ISBN: 978-973-53-1395-2.
15. **Cosma, S.A.**, Căzan, I.C., *The contribution of rural tourism investments to regional development*, Invited paper to The 15th Economic International Conference, VISION AND FORESIGHT IN

SUSTAINABLE ECONOMIC POLICIES IN THE 21st CENTURY, Ștefan cel Mare University of Suceava, May 9th-10th, 2019.

16. Căzan, I.C., **Cosma, S.A.**, *Romanian rural tourism involvement in social media channels*, prezentată la cea de-a XXI-a ediție a conferinței științifice internaționale „Turismul rural românesc în context internațional. Actualitate și perspective, 23–25 mai 2019, Vatra Dornei, România.
17. **Cosma, S.**, Bota, M., Kristiansen, E., Cazan I., Văleanu, M., *Residents' perceptions and attitudes toward tourism development in urban destination*, presented at The 9th International Scientific Conference "Tourism, Innovations and Entrepreneurship", 26th -28th September 2019, Poreč, Istria, Croatia.
18. Cozma, A.T., Bota, M., **Cosma, S.A.**, Drivers' loyalty towards petrol station brands in emerging markets: evidence from Romania, Proceedings of the 16th International Conference of Doctoral Students and Young Researchers, No. 13 – December 2025", Editura Universității din Oradea ISBN 978-606-10-2462-9, 32-36, [https://steconomice.uoradea.ro/wp-content/uploads/2025/12/Emerging-Markets-Economics-and-Business\\_vol.-conf-drd\\_13\\_2025.pdf](https://steconomice.uoradea.ro/wp-content/uploads/2025/12/Emerging-Markets-Economics-and-Business_vol.-conf-drd_13_2025.pdf)
19. Mihalca, R.A., **Cosma, S.A.**, Destination governance and the development of destination management organizations (DMOs) in Romania, Proceedings of the 16th International Conference of Doctoral Students and Young Researchers, No. 13 – December 2025", Editura Universității din Oradea ISBN 978-606-10-2462-9, 71-75, [https://steconomice.uoradea.ro/wp-content/uploads/2025/12/Emerging-Markets-Economics-and-Business\\_vol.-conf-drd\\_13\\_2025.pdf](https://steconomice.uoradea.ro/wp-content/uploads/2025/12/Emerging-Markets-Economics-and-Business_vol.-conf-drd_13_2025.pdf)

**E. Brevete obținute în întreaga activitate**

1. nu este cazul

**Data:** 26.01.2026

**Semnătura:**