

LISTA COMPLETĂ A LUCRĂRILOR PUBLICATE

PROF. DR. ALEXANDRU CAPATINA

1. Teza de doctorat

IMPACTUL NOILOR TEHNOLOGII ALE INFORMAȚIEI ȘI COMUNICAȚIILOR ASUPRA MANAGEMENTULUI RELAȚIILOR CU CLIEȚII ÎN CADRUL ORGANIZAȚIILOR DIN ROMÂNIA, susținere publică în decembrie 2008, Galați, Coordonator științific: Prof. Dr. Adriana OLARU. Confirmare prin O.M. 3658/10.04.2009.

2. Cărți publicate în edituri recunoscute CNCSIS

1. Alexandru CAPATINA– „DIMENSIUNI CULTURALE SPECIFICE STRATEGIILOR DE INTELIGENȚĂ COMPETITIVĂ ALE FIRMELOR DE SOFTWARE DIN ROMÂNIA”, Colecția „Cercetare avansată postdoctorală în științe economice”, Ed. ASE București, 2013, ISBN 978-606-505-630-5
2. Rozalia NISTOR, Alexandru CAPATINA– „SIMULĂRI ȘI PROIECTE DE MANAGEMENT ȘI MARKETING”, Ed. Academica, ISBN 973-8316-80-04, 2005
3. Rozalia NISTOR, Alexandru CAPATINA– „SISTEME INFORMATICE DE MARKETING”, Ed. Academica, ISBN 973-8316-40-5, 2004
4. Rozalia NISTOR, Costel NISTOR, Alexandru CAPATINA– “METODOLOGII MANAGERIALE INFORMATICE”, Ed. Academica, ISBN 973-8316-59-6, 2003
5. Gianita BLEOJU, Alexandru CAPATINA - “MARKETING PRIN INTERNET”, Ed. Fundației Universitare, ISBN 973-627-262-1, 2006
6. Rozalia NISTOR, Alexandru CAPATINA , Dragos CRISTEA – „TEHNOLOGIA INFORMATIEI SI COMUNICATIILOR PENTRU AFACERI”, Editura Didactica si Pedagogica, Bucuresti, 2009, ISBN 978-973-30-2685-3
7. Alexandru CAPATINA , „MANAGEMENTUL RELAȚIILOR CU CLIEȚII”, Ed. Europlus, Galați, 2010, ISBN 978-973-1950-98-3
8. Alexandru CAPATINA , Rozalia Nistor, „SIMULĂRI DE MARKETING”, Ed. Europlus, Galați, 2010, ISBN 978-973-1950-99-0

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1. Adriana OLARU, Alexandru CAPATINA– **Capitolul 5 (pag. 118-136) „ENTREPRISES DE LA REGION DE GALATI”, ENTREPRISES ROUMAINES EN TRANSITION – ETUDES DE CULTURES ORGANISATIONNELLES** – Pierre DUPRIEZ (coord.), Editions L’Harmattan, Paris, ISBN 2-7475-8714-2, EAN 9782747587143 (18 pag.), 2006, <http://www.editions-harmattan.fr/index.asp?navig=catalogue&obj=livre&no=19628>
2. Elisa RANCATI, Niccolo GORDINI, **Alexandru CĂPĂȚINĂ** – Capitolul 6 „**CONCEPTUALIZING AND MEASURING CONTENT MARKETING IN LUXURY FIRMS. AN EXPLORATORY ANALYSIS**” din cartea **GLOBAL MARKETING STRATEGIES FOR THE PROMOTION OF LUXURY GOODS**, Editors: Fabrizio Mosca (University of Turin, Italy) and Rosalia Gallo (Universitat Autònoma de Barcelona, Spain), Published by IGI Global, 2016, ISBN: 9781466699588 <http://www.igi-global.com/chapter/conceptualizing-and-measuring-content-marketing-in-luxury-firms/148923>

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1. Gabriela OPAIȚ, Gianita BLEOJU, Rozalia NISTOR, Alexandru CAPATINA (2016). THE INFLUENCES OF COMPETITIVE INTELLIGENCE BUDGETS ON INFORMATIONAL ENERGY DYNAMICS, Journal of Business Research, 69(5), pp.1682-1689 <http://www.sciencedirect.com/science/article/pii/S0148296315004610>
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3. Alexandru CAPATINA, George SCHIN (2015). **THE ROLE OF IT&C TOOLS IN MANAGING VOCATIONAL EDUCATION AND TRAINING PROJECTS CO-FINANCED BY THE EUROPEAN SOCIAL FUND**. *Archives of Business Research*, 3(2), pp. 125-133, , <http://scholarpublishing.org/index.php/ABR/article/view/1103/591>
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 9. Mukta SAMTANI, Alexandru CAPATINA (2012) **"ACHIEVING THE NEXT LEVEL OF GROWTH THROUGH COMPETITIVE INTELLIGENCE PRACTICES: AN EXPLORATORY STUDY OF ROMANIAN OFFSHORE TECHNOLOGY SERVICE PROVIDERS"**, Annals of "Dunarea de Jos" University of Galati Fascicle I. Economics and Applied Informatics, Vol. 3, 2012, pp. 15-20, ISSN: 1584-0409, http://www.eia.feaa.ugal.ro/images/eia/2012-3/Samtani_Capatina.pdf, indexat in REPEC, DOAJ, EBSCO (<http://www.eia.feaa.ugal.ro/>)
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 11. Kiyohiro YAMAZAKI, Alexandru CAPATINA, Rym BOUZAABIA, Ipek KOCOGLU, (2012). **"CROSS CULTURAL ISSUES RELATED TO OPEN INNOVATION IN HIGH-TECH COMPANIES FROM JAPAN, ROMANIA, TUNISIA AND TURKEY"**, Review of International Comparative Management, Vol. 13, No. 4, ISSN 1582-3458, <http://www.rmci.ase.ro/no13vol4/06.pdf>, indexat in RePec, Index Copernicus, EBSCO, Ulrich's Periodicals Directory, Cabells Database (<http://www.rmci.ase.ro/>)
 12. Alexandru CAPATINA, Blandine VANDERLINDEN, (2012). **"MODELLING THE DIMENSIONS OF A COMPETITIVE INTELLIGENCE BASED CORPORATE CULTURE USING THE DIGITAL MEMORY BRAIN 7"**, Review of International Comparative Management, Vol. 13 No. 3, pp. 366 – 377, ISSN 1582-3458, <http://www.rmci.ase.ro/no13vol3/02.pdf>, indexat in RePec, Index Copernicus, EBSCO, Ulrich's Periodicals Directory, Cabells Database (<http://www.rmci.ase.ro/>)
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 14. Alexandru CAPATINA, Rym BOUZAABIA (2011). **"ANALYSIS OF ORGANIZATIONAL CULTURAL PROFILE GAPS USING A CULTURAL INTELLIGENCE WEB-BASED TOOL"**, Review of International Comparative Management, Vol. 12 No. 1, pag. 143 – 151, ISSN 1582-3458, <http://www.rmci.ase.ro/no12vol1/12.pdf> indexat in RePec, Index Copernicus, Ulrich's Periodicals Directory, Cabells Database (<http://www.rmci.ase.ro/>)
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6. Articole publicate in volumele conferințelor indexate ISI Proceedings

1. Florinda MATOS, Valter VAIRINHOS, Alexandru CAPATINA, Gianita BLEOJU and Maria ROSÁRIO CABRITA (2015). **COMPARATIVE ANALYSIS ON COUNTRY REPUTATION THROUGH PATTERNS OF INTELLECTUAL CAPITAL: THE CASE PORTUGAL VERSUS ROMANIA**, Proceedings of the 16th European Conference on Knowledge Management, University of Udine, Italy, 3-4 September 2015, pp. 514-523, E-Book ISBN: 978-1-910810-47-7, Book version ISBN: 978-1-910810-46-0
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