Conf.univ.dr. **Bogdan Nichifor**

Lista de lucrări științifice

1. Teza de doctorat

Titlu: ”**Adaptarea locală si coerența internațională in domeniul publicității**”, ASE Bucuresti, Facultatea de Marketing, 2006, conducator științific: prof.univ.dr. Virgil Balaure.

2. Cărți și capitole în edituri naţionale

1. Roxana Mironescu, **Bogdan Nichifor**, Ioana Olariu, Laura Țimiraș (2020), ”Elemente fundamentale de antreprenoriat: curs dedicat studenților”, Editura Alma Mater, Bacău, ISBN 978-606-527-652-9.
2. **Bogdan Nichifor** (2014), Marketing pe internet: note de curs, Editura Alma Mater, Bacău, ISBN 978-606-527-378-8.
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6. **Bogdan Nichifor** (2007), Publicitatea internațională - intre standardizare si adaptare, Editura Uranus, București, ISBN 978-973-7765-45-1.
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3. Articole în reviste cotate Web of Science Core Collection - Clarivate

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2. **Nichifor, B**., & Zait, L. (2026). Digital Sustainability Sequencing: A Framework for Navigating Nonlinear Pathways in Organizational and Eco-System Transitions. *Systems Research and Behavioral Science*, sres.70018. **https://doi.org/10.1002/sres.70018**, *Web of Science Categories: Management, Social Sciences, Interdisciplinary, Accession Number: WOS: 001671510100001, ISSN: 1092-7026; eISSN: 1099-1743*
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1. Zait, L., **Nichifor, B.**, & Timiras, L. (2010). Marketing management - What do we really want to say? Proceedings of the 5th International Conference on Business Excellence (Vol. 2, pp. 249-252), *Web of Science Categories: Business, Management, Accession Number: WOS:000296594700056, ISBN: 978-973-1747-24-8, ISSN: 2502-0226, eISSN: 2558-9652*
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6. Publicații in extenso, apărute în lucrări ale principalelor conferințe internaționale de specialitate:

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