

**Curriculum vitae
Europass**

Personal information

First name(s) / Surname(s) **RACOLTA-PAINA Nicoleta Dorina**
Address(es) 7 Rasinari Street , ap. 22, cod 400457, Cluj-Napoca, Romania
Telephone(s) - Mobile: -
Fax(es) -
E-mail nicoleta.paina@ubbcluj.ro
Nationality Romanian
Date of birth 9 October
Gender F
Desired employment /
Occupational field

Work experience

Dates From April 2013 – present
Occupation or position held Associate professor
Main activities and responsibilities Teaching and research activities
Name and address of employer Faculty of European Studies, Babes-Bolyai University Cluj-Napoca, Romania
Type of business or sector Education
Dates from March 2002 – to March 2013
Occupation or position held Senior Lecturer
Main activities and responsibilities Teaching and research activities
Name and address of employer Faculty of European Studies, Babes-Bolyai University Cluj-Napoca, Romania
Type of business or sector Education
Dates from October 1998 – to February 2002
Occupation or position held Lecturer
Main activities and responsibilities Teaching and research activities
Name and address of employer Faculty of European Studies, Babes-Bolyai University Cluj-Napoca, Romania
Type of business or sector Education

Perioada	from October 1996 – to September 1998
Occupation or position held	Graduate assistant
Main activities and responsibilities	Teaching and research activities
Name and address of employer	Faculty of European Studies, Babes-Bolyai University Cluj-Napoca, Romania
Type of business or sector	Education
Educational training	
Dates	2011
Qualification / diploma	Project manager (nr. R38)/Certificate of professional competences
Main studies discipline / professional competencies acquired	<ul style="list-style-type: none"> - Determining the scope of the project; - Determining the management requirements of the project; - Planning project activities and steps; - Project costs and operational resources uses; - Project acquisition procedures; - The management of risks; - Project team management; - Project management communication; - Project quality management.
Name and type of organisation providing education and training	CNFPA, Centrul Regional de Formare Profesională a Adulților Cluj
National or international qualification levels	
Date	2010
Qualification / diploma	Trainer (Cod COR 241205)/Graduate certification
Main studies discipline / professional competencies acquired	<ul style="list-style-type: none"> - Preparing the training; - Sustaining the training activities; - The evaluation of the training participants; - The use of special training methods and procedures; - The marketing of training; - The projection of programs of training; - The organization of training programs and stages; - The evaluation, revision and quality assurance of training programs and stages.
Name and type of organisation providing education and training	SC Centrul de Informatică Minieră SA Cluj-Napoca
National or international qualification levels	
Date	2010

Qualification / diploma	Quality auditor (Cod COR 242303)/ Graduate certification
Main studies discipline / professional competencies acquired	<ul style="list-style-type: none"> - Communication; - Teamwork; - The improvement of professional education; - Analysis and evaluation of quality system; - The gathering and organizing the information; - The management of audit; - Analysing the documents and writing the report; - Writing the documents related to the audit activity; - Writing the audit report; - Planning the audit activities.
Name and type of organisation providing education and training	SC TQA SERVICES SRL.
National or international qualification levels	
Dates	1997 - 2002
Qualification / diploma	PhD in Management
Main studies discipline / professional competencies acquired	The title of the PhD thesis: Management - Marketing: Culture, Organization and Making-Decisions Interference
Name and type of organisation providing education and training	Faculty of Economics, Babes-Bolyai University Cluj-Napoca, Romania
National or international qualification levels	Doctorat
Date	1999
Qualification / diploma	Pedagogical Module / Graduate certification
Main studies discipline / professional competencies acquired	<ul style="list-style-type: none"> - Educational psychology; - Pedagogy; - The methodology of teaching; - Pedagogical practice.
Name and type of organisation providing education and training	Department of teaching Training. Faculty of Psychology and Educational Sciences, Babes-Bolyai University Cluj-Napoca, Romania
National or international qualification levels	
Dates	1991- 1996
Qualification / diploma	Economist
Main studies discipline / professional competencies acquired	Marketing specialization

Name and type of organisation providing education and training Faculty of Economics, Babes-Bolyai University Cluj-Napoca, Romania

National or international qualification levels Higher education diploma

Dates 1987-1991

Qualification / diploma High-school

Main studies discipline / professional competencies acquired Mathematical - Physics specialization

Name and type of organisation providing education and training The High School Emil-Racovița, Cluj-Napoca, Romania

National or international qualification levels High-school diploma

Personal skills and competences

Mother tongue(s) Romanian

Other language(s)

English

Self-assessment

European level

English

Understanding		Speaking		Writing
Listening	Reading	Spoken interaction	Spoken production	
C2	C2	B2	B2	C 2

Social competencies and abilities International experience: I won scholarships and I participated in exchange programs (in Belgium, Italy, Germany, the UK and the US). ERASMUS teaching staff mobility, april 2018, at the Saxion University of Applied Sciences, Enschede, Netherlands.
Communication skills;
Work team abilities.

Organizational competencies and abilities Planning, organizing, coordinating skills.

Computer skills and competencies Microsoft Office (Word, Excel, Powerpoint)
SPSS
Internet explorer

Driving license Yes, B category, from 1991

Additional information

Annexes

List of recent publications.

Date,
15.10.2018

Signature,
Racolța-Paina Nicoleta Dorina

Annexes

Associate professor Nicoleta Dorina Racolța-Paina, PhD

List of recent publications

Books

a) Books as unique author

1. **RACOLȚA-PAINA, Nicoleta Dorina** (2009), *Cultura inovației. Aspecte teoretice și practice*, Editura Fundației pentru Studii Europene, Cluj-Napoca, ISBN 978-606-526-041-2.
2. **RACOLȚA-PAINA, Nicoleta Dorina** (2007), *Management-marketing: interferențe culturale, organizaționale și decizionale*, Editura Fundației pentru Studii Europene, Cluj-Napoca, ISBN: 978-973-7677-88-4.

b) Coordinated books

1. **RACOLȚA-PAINA, Nicoleta Dorina** (coordonator) (2007), *Studii de caz. Impactul investițiilor străine directe asupra resursei umane din industria prelucrătoare din România*, Editura Fundației pentru Studii Europene, Cluj-Napoca, ISBN: 978 973-7677-69-3.

c) Chapters in books

1. MLEȘNITĂ, Radu-Adrian (coord.) (2009), *Primul studiu al pieței virtuale@Market.ro*, Editura AcademicPres, Cluj-Napoca, ISBN: 978-973-744-169-0, **RACOLȚA-PAINA, Nicoleta Dorina**, Capitol: Marketingul în contextual actual, pp. 12-42.
2. BÎRSAN, Maria (editor) (2006), *Mediul European al Afacerilor*, Editura Fundației pentru Studii Europene, Cluj-Napoca, ISBN: 10 973-7677-48-x, ISBN: 13 978-973-7677-48-8, **RACOLȚA-PAINA, Nicoleta Dorina**, Capitolul: Implicarea socială a companiilor, pp. 113-137.

d) Studies in collective volumes

1. **RACOLȚA-PAINA, Nicoleta-Dorina** (2013), Analiza competitivității IMM-urilor din Uniunea Europeană (2007-2011). Proces și măsurare, în *Interferențe Euro-Atlantice. 20 de ani de Studii Europene la Universitatea „Babeș-Bolyai”*, Liviu C. Țirău, Ștefan Lemancu (editori), EFES, Cluj-Napoca, pp. 272 – 290, ISBN 978-606-526-142-8.
2. **RACOLȚA-PAINA, Nicoleta-Dorina**; RAȚIU, Ancuta; CUCURUZAN, Romana-Emilia; MORARU; Camelia (2008), „The impact of FDI on human resources. The case of the manufacturing sector in Romania”, în *The Role of Foreign Direct Investment in shaping Competitive Advantages*, Editori: Oskar Kowalewski, Marzenna Anna Weresa, Editura Rainer Hampp Verlag, Munchen & Mering, ISBN: 978-3-86618-307-0, xxx, 2008, P. 144 - 171.
3. **RACOLȚA-PAINA, Nicoleta Dorina** (2008) “Some Aspects of Organizational Culture of Large Companies with Foreign Capital. The Case of the Manufacturing Sector in Romania”, în *Foreign Direct Investment, Economic Growth and Labour market Performance; Empirical Evidence from the New EU Countries*, Bîrsan M., Hunya G., Siedschlag I. (editors), Editura Fundației pentru Studii Europene, Cluj-Napoca, ISBN: 978-973-7677-91-4, pp. 311 – 322.
4. **RACOLȚA-PAINA, Nicoleta Dorina**; Mateescu, Veronica Maria (2006) “The Social Responsibility of Business. A Case Study: Romanian Small and Medium Enterprises”, in *Globalism, Globality, Globalization. Ten Years of European Studies in Cluj* (21-23 October 2004, Cluj-Napoca, Romania), Editori: L. Gyemant, M. Jucan, C. Rotar, European Studies Foundation Publishing House, Cluj-Napoca, ISBN-10: 973-7677-22-6, ISBN-13: 978-7677-22-8, pp. 441-457.

Articles/studies

a) Published in journals indexed in international databases

1. **RACOLȚA-PAINA, Nicoleta Dorina** (2018) *Challenges for the Development of Social Entrepreneurship in Romania*, On-line Journal *Modelling the New Europe*, Issue 27/2018, pp. 160-1822, <http://neweurope.centre.ubbcluj.ro/wp-content/uploads/2018/09/CHALLENGES-FOR-THE-DEVELOPMENT....pdf>, Indexare: **SCOPUS, CEEOL. Proquest, EBSCO Publishing, DOAJ.**
2. **RACOLTA-PAINA Nicoleta-Dorina, Andries Andreea Maria** (2017) *Identifying entrepreneurship readiness for the application of the Lean Startup practices in the service industry – Case study Romania*, Ecoforum Journal Volum Nr: Vol 6, No 3, pp. 88 - 97, ISSN: 2344-2174, Indexare: ERIH +, **EBSCO Publishing,**
3. **RACOLTA-PAINA Nicoleta-Dorina, Andries Andreea Maria** (2017) *New Perspectives on Family Friendly Policies from the Stakeholders' Point of View*, Online Journal *Modelling the New Europe*, Issue no. 22, pp. 57 – 84, <http://neweurope.centre.ubbcluj.ro/wp-content/uploads/2012/05/On-line-Journal-No.22-June-2017.pdf>, Indexare Indexare: **SCOPUS, CEEOL. Proquest, EBSCO Publishing, DOAJ.**
4. **RACOLTA-PAINA Nicoleta-Dorina,** (2016) *The European Single Market: Opportunities for Entrepreneurs. The Case of Erasmus for Young Entrepreneurs*, *Studia Universitatis Babes-Bolyai. Studia Europaea*, Vol. 61, Issue 4, pp .21-41, Indexare: EBSCO, CEEOL, ERIH PLUS, Proquest.
5. Ibănescu Andreea, **RACOLȚA-PAINA, Nicoleta Dorina, Ionescu, Dan** (2015), „Managers' Perceptions Regarding Management Challenges And The Development Of Romanian Smes. Selected Findings From 2012-2015”, On-line Journal *Modelling the New Europe*, Issue 16/2015, pp. 20-42, http://neweurope.centre.ubbcluj.ro/?page_id=103, Indexare: **CEEOL. Proquest, EBSCO Publishing, http://www.scipio.ro/, Directory of Research Journal Indexing (DRJI), http://www.ulrichsweb.com.**
6. **RACOLȚA-PAINA, Nicoleta Dorina; Burcă-Voicu, N. I.** (2013), „The Competitiveness of SMEs in the EU Member States. Challenges and Lessons Ahead for Romania”, *Studia Europaea*, Anul LVIII, 3, pp. 37-60, <http://www.studia.ubbcluj.ro/serii/europaea/>, Indexare: EBSCO, Proquest, CEEOL.
7. Mone, S., D.; Pop, M., D.; **RACOLȚA-PAINA, Nicoleta Dorina.** (2013), The “what” and “how” of marketing performance management, *Management and Marketing, Challenges for the Knowledge Society*, vol. 8, no. 1, pp. 129-146, ISSN 1842-0206; **articol publicat în Revistă CNCIS B+, indexată BDI: Cabell's, EBSCO, RePEc, DOAJ.**
8. **RACOLȚA-PAINA, Nicoleta Dorina; Mone, S., D.; Brudan, A.** (2013), The State of performance management in Romania - an exploratory research, *Review of Management and Economic Engineering*, vol. 12, no. 1, iss. 47, ISSN: 1583-624X; **articol publicat în Revistă CNCIS B+, indexată BDI: Ulrich's, EBSCO, Copernicus. Cabell's Directories.**
9. **RACOLȚA-PAINA, Nicoleta Dorina.** (2013), Management and Ethics, *Review of Management and Economic Engineering*, vol. 11, no. 4, iss. 46, ISSN: 1583-624X, **recenzie publicată în Revistă CNCIS B+, indexată BDI: Ulrich's, EBSCO, Copernicus. Cabell's Directories..**
10. **RACOLȚA-PAINA, Nicoleta Dorina; LUCA Theodora Alexandra** (2011), „Nowadays online consumers' rights and interests. Case study – The Romanian educated online young consumer”, *Management&Marketing* (București), Volume 6, Nr. 2, 2011, ISSN 1842-0206, pp. 255 – 272, www.managementmarketing.ro/, Indexare: Cabell's, EBSCO, RePEc, DOAJ.
11. **RACOLȚA-PAINA, Nicoleta Dorina; LUCA Theodora Alexandra** (2010), „Several Considerations Regarding the Online Consumer in the 21st Century – A Theoretical Approach”, *Management&Marketing* (București), Volume 5, Nr. 2, 2010, ISSN 1842-0206, pp. 85 – 100, www.managementmarketing.ro/, Indexare: Cabell's, EBSCO, RePEc, DOAJ.
12. **RACOLȚA-PAINA, Nicoleta Dorina; MONE, Sorina Diana** (2009), „Start-up marketing: how to become a player on the B2B services market in Romania”, *Management&Marketing* (București), Volume 4, Nr. 2, 2009, (ISSN 1842-0206, pp. 63 – 78), www.managementmarketing.ro/, Indexare: Cabell's, EBSCO, RePEc, DOAJ.
13. Mateescu, Veronica-Maria; **RACOLȚA-PAINA, Nicoleta Dorina** (2009), *Marketing Budgets in A Financial and Economic Crisis. North American and European Perspectives*, Studia Universitatis Babes-Bolyai. Studia Europaea, LIV, 3, pp. 77 – 92, <http://www.studia.ubbcluj.ro/serii/europaea/>, Indexare: EBSCO, Proquest.
14. **RACOLȚA-PAINA, Nicoleta Dorina; Lungu, Delia Gabriela,** (2008), „The impact of change management on quality and competitiveness. The case of company A”, *Revista Calitatea - acces la*

succes, Anul 9, nr. 92, Septembrie 2008, Editura Ars Academica, București, ISSN 1582-2559, pp. 296-303, <http://calitatea.srac.ro/>, Indexare: Scopus, EBSCO, Cabell's Directories și ProQuest.

15. **RACOLȚA-PAINA, Nicoleta Dorina**; MONE, Sorina Diana (2008), „Internal marketing – the solution for today’s employers in IT”, *Review of Management and Economical Engineering*, Special Issue, Vol. 7, No. 6, 2008, ISSN 1583-624X, pp. 117-123, www.rmee.org, Indexare: EBSCO, Ulrich, Copernicus.
16. Mateescu, Veronica; **RACOLȚA-PAINA, Nicoleta Dorina** (2008), „The managerial creativity in the decision making process. Case studies of two SMEs in the IT industry from Romania”, *Review of Management and Economical Engineering*, Special Issue, Vol. 7, No. 8, 2008, ISSN 1583-624X, pp. 117-120, www.rmee.org, Indexare: EBSCO, Ulrich, Copernicus.

17. Published in ISI proceedings volumes (conference volumes)

1. **RACOLȚA-PAINA, Nicoleta Dorina**; MONE, Sorina Diana (2012), “Evaluating the Maturity of Marketing Performance Management Practices”, Proceedings of the International Conference on Business Excellence 12-13 october 2012, Brașov, România, vol. 2, Editura Universității Transilvania din Brașov, Editori: C. Brătianu, G. Brătucu, D. Lixândriou, N. Al. Pop, S. Văduva, ISBN 978-606-19-0104-3, pp. 17-21, indexat ISI Web of Knowledge: http://apps.webofknowledge.com/full_record.do?product=UA&search_mode=GeneralSearch&qid=1&SID=U1mROfHkxa3xwM2tIR5&page=1&doc=1
2. **RACOLȚA-PAINA, Nicoleta-Dorina**; POP, Marius Dorel; MONE, Sorina-Diana (2011), “Resistance to Change: The Case of a Romanian Governmental Agency Implementing Technological Change”, *Proceedings of the 7th International Conference Management of Technological Changes* (1-3 septembrie 2011, Alexandroupoli, Grecia), Editura Democritus Univ Thrace, Greece; Gheorghe Asachi Tech Univ, Editor Costache Rusu, ISBN 978-960-89832-8-1, pp. 529-532, indexat ISI Web of Knowledge: http://apps.webofknowledge.com.ux4ll8xu6v.useaccesscontrol.com/full_record.do?product=WOS&search_mode=GeneralSearch&qid=1&SID=1BA@f7h6DoLeiOfb9AH&page=1&doc=1
3. PALADE, Ancuța; **RACOLȚA-PAINA, Nicoleta-Dorina**; IONESCU, Dan (2011), “SMEs management in the Economic Crisis – Selected Findings from Romania (2008-2011)”, International Management Conference “Management of Crisis or Crisis of Management?”, 15th-17th September 2011, Technical University of Cluj-Napoca, Todesco Publishing House, Cluj-Napoca, România, Editor: Ioan Abrudan (coordinator), ISSN 2247-8639, ISSN-L 2247-8639, pp. 312-320, indexat ISI Web of Knowledge: http://apps.webofknowledge.com/full_record.do?product=UA&search_mode=GeneralSearch&qid=1&SID=U1mROfHkxa3xwM2tIR5&page=1&doc=3
4. **RACOLȚA-PAINA, Nicoleta Dorina**; MONE, Sorina Diana (2011), “An Exploratory Study on the New Management Theories Emerged in the 21st Century. Several Insights from Romanian Managers and Consultants”, 2nd Review of Management and Economic Engineering Management Conference, „Management of Crisis or Crisis of Management”, 15-17 Sept. 2011, Technical University of Cluj-Napoca, România, Todesco Publishing House, Cluj-Napoca, România, Editor: Ioan Abrudan, ISSN 2247-8639, ISSN-L 2247-8639, pp. 539-544, indexat ISI Web of Knowledge: http://apps.webofknowledge.com/full_record.do?product=UA&search_mode=GeneralSearch&qid=1&SID=U1mROfHkxa3xwM2tIR5&page=1&doc=4.
5. MONE, Sorina Diana; **RACOLȚA-PAINA, Nicoleta Dorina** (2011), „Developing and using a customer relationship scorecard to leverage relationship value – a theoretical approach”, Proceedings of the 6th International Conference on Business Excellence, 14-15 Oct. 2011, Brașov, România, Editura Universității Transilvania din Brașov, România, Editori: Constantin Brătianu, Gabriel Brătucu, Dorin Lixândriou, Nicolae Al. Pop, Sebastian Văduva, ISBN: 978-973-59894-1-5, pp. 13-16, indexat ISI Web of Knowledge: http://apps.webofknowledge.com/full_record.do?product=UA&search_mode=GeneralSearch&qid=1&SID=U1mROfHkxa3xwM2tIR5&page=1&doc=5

6. **RACOLȚA-PAINA; Nicoleta Dorina**, IONESCU, Dan (2010), „Current Cultural and Organizational Realities in Romania, Using Applied Research to Bridge the Gap between Western Management Theories and Local Management Practices”, *Proceedings of the 1st Management Conference: Twenty Years After – How Management Theory Works* (16-18 September 2010, Technical University of Cluj-Napoca, Romania), Toderescu Publishing House, Ioan Abrudan (coordinator), ISBN 978-973-7695-99-4, pp. 485-494, indexat ISI Web of Knowledge: http://apps.isiknowledge.com/full_record.do?product=UA&search_mode=GeneralSearch&qid=1&SID=U1Dgg1II1nKC@3MeBmC&page=1&doc=2&colname=WOS.
7. PALADE, Ancuța; **RACOLȚA-PAINA, Nicoleta Dorina** (2010), „KPO Industry in Romania Through the Lenses of Generation Y - Lessons to be Considered”, *Proceedings of the 1st Management Conference: Twenty Years After – How Management Theory Works* (16-18 September 2010, Technical University of Cluj-Napoca, Romania), Toderescu Publishing House, Ioan Abrudan (coordinator), ISBN 978-973-7695-99-4, pp. 321-331, indexat ISI Web of Knowledge: http://apps.isiknowledge.com/full_record.do?product=UA&search_mode=GeneralSearch&qid=1&SID=U1Dgg1II1nKC@3MeBmC&page=1&doc=1&colname=WOS
8. **RACOLȚA-PAINA, Nicoleta Dorina**; MONE, Sorina Diana (2010) „A conceptual Model for Performance Management of Relationship Marketing in Romanian SMEs in the B2B Services Field”, the 5th International Conference on Business Excellence, 15-16 Oct. 2010, Brașov, Romania, Informarket, Brașov, Editori: Constatin Brătianu, Dorin Lixăndroiu, Nicolae Al. Pop , ISBN 978-973-1747-24-8, pp. 106-109, indexat ISI Web of Knowledge: http://apps.webofknowledge.com.ux4ll8xu6v.useaccesscontrol.com/full_record.do?product=WOS&search_mode=GeneralSearch&qid=1&SID=1BA@f7h6DoLeiOfb9AH&page=1&doc=2
9. **RACOLȚA-PAINA, Nicoleta Dorina**; MONE, Sorina Diana (2009) „Product Innovation – A Framework For Measuring Performance in Romanian Companies, Case Study: Company A”, *Proceedings of the 6th International Conference Management of Technological Changes* (3-5 septembrie 2009, Alexandroupoli, Grecia), Editura Alexandroupolis, Greece, Editor Costache Rusu, ISBN 978-960-89832-8-1, pp. 729-732, indexat ISI Web of Knowledge: http://apps.isiknowledge.com/full_record.do?product=UA&search_mode=GeneralSearch&qid=1&SID=V27A7gPP1fp5K61A@dJ&page=1&doc=1&colname=WOS.
10. **RACOLȚA-PAINA, Nicoleta Dorina**; MONE, Sorina Diana (2009) „A Framework for Customer Relationship Marketing. The Case of a Romanian Small Family Business in the Hospitality Industry”, *Proceedings of the 4th International Conference on Business Excellence* (16-17 octombrie 2009, Brașov, România), Editura INFOMARKET, Editori: Constatin Brătianu, Dorin Lixăndroiu, Nicolae Al. Pop , ISBN 978-973-1747-12-5, Volume 2, pp. 149-152, indexat ISI Web of Knowledge: http://apps.isiknowledge.com/full_record.do?product=UA&search_mode=GeneralSearch&qid=1&SID=V27A7gPP1fp5K61A@dJ&page=1&doc=2&colname=WOS

18. Published in conference volumes

1. **RACOLȚA-PAINA, Nicoleta Dorina**, Pleșca, Ecaterina, (2015), „Leading Emotionally Intelligent Workers: Between Strengths And Weaknesses”, *Managerial challenges of contemporary society*, Zaharie Monica, Gavrea Corina (editors), Vol. 8, no. 1, 2015, Cluj-Napoca, Romania , ISSN 2069-4229, pp. 1-7, Indexare: **CEEOL and REPEC**
2. **RACOLȚA-PAINA, Nicoleta Dorina**, Luncașu Alexandra, (2014), „The sales force of multi-level marketing companies in the context of the marketing communications mix. Case study: Avon Cosmetics Romania”, *The Proceedings of the International Conference: Marketing – from information to decision*, 7th Edition, Editura Risoprint, Editori I. Plăiaș, R. Ciornea, Cluj-Napoca, ISSN 2067-0338, pp. 185-200. Indexare: **Proquest, EBSCO Publishing, CEEOL, Cabell's Directories, Ulrichsweb Global Serials Directory, Index Copernicus, Zeitschriftendatenbank (ZDB)**
3. **RACOLȚA-PAINA, Nicoleta Dorina**; MONE, Sorina Diana; BRUDAN, Adrian (2012), “Adopting the Balanced Scorecard in organizations from Romania - A quantitative study exploring the opportunity”, International Management Conference “A new dilemma: between East and West”,

13th-15th September 2012, Technical University of Cluj-Napoca, Todesco, Editor: Ioan Abrudan (coordinator), ISSN 2247-8639, ISSN-L 2247-8639, pp. 354-359.

1. **RACOLȚA-PAINA, Nicoleta Dorina**; MONE, Sorina Diana (2011), „Marketing of public organizations. The case of a romanian public agency – an action research approach”, *The Proceedings of the International Conference: Marketing – from information to decision*, 4th Edition, Editura Risoprint, Cluj-Napoca, ISSN 2067-0338, pp. 284 – 294.
2. **RACOLȚA-PAINA, Nicoleta Dorina**; MONE, Sorina Diana (2011), “Adoption of new products within tough economic times – from idea to consolidation. A success story from the Romanian printing market”, 2nd EMAC Regional Conference „Marketing Theory Challenges in Emerging Economies” Conference Proceedings, 21-23 Sept. 2011, Iași, Romania, Editura Universității Alexandru Ioan Cuza, Iași, România, Editor: Corneliu Munteanu, ISBN: 978-973-640-681-2, pp. 198-204.
3. LUCA, Theodora Alexandra; **RACOLȚA-PAINA, Nicoleta Dorina** (2010), “Practical Considerations on Adapting Marketing Decisions to Nowadays’ Online Young Romanian Consumers”, *The Proceedings of the International Conference: Marketing – from information to decision*, 3rd Edition, (29th October, 2010, Cluj-Napoca, România), Raluca Ciornea, Ioan Plaias (Editori), Editura Risoprint, Cluj-Napoca, ISSN 2067-0338, pp. 192 – 206.
4. **RACOLȚA-PAINA, Nicoleta Dorina**; MONE, Sorina Diana (2010), „Is it the Right Time for Internal Marketing and Employer Branding? The Case of the IT Sector in Romania”, *Proceedings of the 5th International Conference „An Enterprise Odyssey: From Crisis to Prosperity – Challenges for Government and Business”* (University of Zagreb, Faculty of Economics & Business, 26-29 May 2010, Opatija, Croația), Lovorka Galetic, Mario Spremic, Marijana Ivanov (Editors), CD, ISBN-10: 953-6025-34-5; ISBN-13: 978-953-6025-34-3, pp. 1478-1487.
5. **RACOLȚA-PAINA, Nicoleta Dorina**; MONE, Sorina Diana (2010) “Recent Developments in the Marketing Practice in Transition Economies from Central and Eastern Europe. A Qualitative Study on Romanian SMEs in the Services Field”, *Proceedings of the 4th International Conference Marketing theory Challenges in emerging Societies*”, EMAC Regional Conference (24-25 September 2010, Corvinus University of Budapest, Hungary), Corvinus University of Budapest, Marketing and Media Institute, Andras Bauer, Irma Agardi (Editors), ISBN: 978-963-503-419-2, pp. 234-240.
6. **RACOLȚA-PAINA, Nicoleta Dorina**; MONE, Sorina Diana (2009) „Networking: From Marketing Tool to Marketing Competence. A Perspective on How Romanian SMEs Use It”, *The Proceedings of the International Conference: Marketing – from information to decision* (30-31 October, 2009, Cluj-Napoca, România), 2nd Edition, Ovidiu I. Moisescu,, Ioan Plaias, Marius D. Pop (Editori), Editura Alma-Mater, Cluj-Napoca, pp. 413 – 427.
7. **RACOLȚA-PAINA, Nicoleta-Dorina**; LUCA, Theodora Alexandra (2009) “Using Wireless Internet to Conquer Young Consumers. Case Study: The Coffee Houses from Cluj-Napoca, Romania”, *The Proceedings of the International Conference: Marketing – from information to decision* (30-31 October, 2009, Cluj-Napoca, România), 2nd Edition, Ovidiu I. Moisescu, Ioan Plăiaș, Marius D. Pop (Editori), Editura Alma-Mater, Cluj-Napoca, pp. 399 – 412.
8. **RACOLȚA-PAINA, Nicoleta Dorina**; IANUȘ, Florina (2008) „Online marketing seen from the perspective of direct marketing, permission marketing and e-mail marketing”, *Proceedings of the 4th International Conference Economy and Transformation Management*”, Editura Universitatii de Vest, Timișoara, 2008, ISSN 1842 – 4880, pp. 67-73.
9. **RACOLȚA-PAINA, Nicoleta Dorina**; SCHOBEL, Alice (2008) “Some Considerations regarding Business-to-Business Marketing Strategies. The Case of Company X”, *Proceedings of the International Conference on Marketing, Marketing - from information to decision* (30-31 October, 2008, Cluj-Napoca, Romania), Editura Alma Mater, Cluj-Napoca, ISBS 978-606-504-054-0, pp. 338-355.