

Lista de lucrări a cadrelor didactice în domeniul de studii universitare de licență

Numele și prenumele: Szócs Attila

A. Teza de doctorat.

Modelul MIMC a valorii mărcii: Testarea specificației cauzale a valorii mărcii. 2012.
Universitatea Corvinus, Budapesta. Școala Doctorală de Științe Economice.

B. Cărți (manuale, monografii, tratate, îndrumare etc.) publicate în străinătate.

C. Capitole de cărți publicate în țară

Csata Andrea, György Ottilia, Nagy Benedek, Szócs Attila și Tánczos József Levente (2014): Studiu analitic asupra economiei locale din Mircurea-Ciuc. In Perspective locale de dezvoltare, editor György Ottilia. Editura Scientia.

D. Cărți (manuale, monografii, tratate, îndrumare etc.) publicate în țară, la edituri recunoscute CNCSIS.

E. Cărți (manuale, monografii, tratate, îndrumare etc.) publicate pe plan local.

F. Cărți (manuale, monografii, tratate, îndrumare etc.) publicate pe web.

G. Lucrări științifice publicate în reviste cotate ISI sau indexate în baze de date internaționale.

Sándor, Z., Szócs, A. & Wildenbeest, M.R. The impact of brand equity on profit premium in an equilibrium framework. *Mark Lett* **35**, 423–438 (2024), 5-year Journal Impact Factor: **3.7 (2023)**.

H. Lucrări științifice publicate în reviste din străinătate.

1. Szócs Attila (2004): *Purtătorii de imagine în afara sferei instituțiilor*, Budapest Management Review, XXXV. Ediție Specială, pp. 58, ISSN 0133-0179.
2. Szócs Attila (2004-2005): *Economia comunicațiilor*, The Hungarian Journal of Marketing and Management, 38-39, 2004/6-2005/1, pp. 76, HU ISSN 1219-03-49
3. Szócs Attila (2006): *Fundamentul științific a marketingului*, The Hungarian Journal of Marketing and Management. XL. 5-6. pp. 10, HU ISSN 12190349
4. Szócs Attila (2007): *Marca: Ipostazele înțelesului*, Jel-Kép, 2, pp. 14, HU ISSN 0209584X, Budapesta.
5. Szócs Attila și Berács József (2015): Estimarea cauzală a valorii mărcii. Szigma – Revista de matematică-economie (categoria B, Ungaria), XLVI, 1-2, 99-125.

I. Lucrări științifice publicate în reviste din țară, recunoscute CNCSIS.

1. Szőcs Attila (2006): Scurta critică a rolului lui Milton Friedman în filosofia științelor. *Közgazdász Fórum*, 5-2. pp. 13.
2. Szőcs Attila (2009): Marca. *Közgazdász Fórum*2, Vol.85, pp. 31-47. ISSN 15821986
3. Szőcs Attila (2014): Testing brand value measurement methods in a random coefficient modeling framework. *The Annals of the University of Oradea. Economic Sciences*, XXIII, 1st Issue, July.
4. Szőcs Attila (2014): Consumer-Based Brand Equity. *Journal of Economics and Business Research*, Vol. XX, No. 1, pp. 93-121, ISSN 2068 – 3537.
5. Szőcs Attila, Berács József (2014): Causal vs. reflective specification. A methodological review of structural equation modeling in marketing. *Economists' Forum / Közgazdász Fórum* . Vol. 17, No. 118, p3-16. P 14.
6. Szőcs Attila, Berács József (2015): A Causal Model of Consumer-Based Brand Equity. *Acta Universitatis Sapientiae, Economics and Business*, **3** (2015) 5–26

J. Lucrări științifice publicate în volumele conferințelor.

1. Szőcs Attila (2004): *The Multidimensionality of the Brand Concept*, International Conference on Marketing, November 5th-6th, Cluj Napoca, FSEGA, pp. 617, ISBN 973-656-851-2
2. Szőcs Attila (2005): *Consumer and Global Marketing Management: Benefits and Protection*, The Impact of European Integration on the National Economy – Marketing, 28-29 October, Cluj-Napoca, Romania, pp. 334, ISBN 973 751 83 6
3. Szőcs Attila (2005): *Controversies Related To The Main Marketing Concepts, Need For Refreshment*, 5th International Conference of PhD Students, 14-20 August, University of Miskolc, Hungary, pp. 387, ISBN 963 661 673 6
4. Szőcs Attila (2007): *The Social Dimension of the Power of the Brand*, 6th International Conference of PhD Students, Miskolc, August 12-18, pp. 691, ISBN 978-963-661-778-3.
5. Szőcs Attila (2008): *Using Elasticity and Concentration for Cartel Categorization*, International Innovation Conference for Cooperation and

Developement (InCoDe), October 16-18. Pécs, Ungaria. Coautori: Makó Zoltán și Burián Hunor, pp. 76, ISBN 978-963642248-6

6. Szőcs Attila (2008): *Categorization of cartels based on market factors using fuzzy information matrix*, International Conference on Marketing: Marketing – from information to decision, 30-31 October, Cluj Napoca, Romania. Coautori: Makó Zoltán și Burián Hunor, pp. 399, ISBN 978-606-504-054-0.
7. Berács J. și Szőcs A. (2009): *Brands as Leading Indicators of performance*. International Conference on Marketing – Marketing from Information to Decision 2nd Edition, 30-31 October, Cluj-Napoca, Romania.
8. Szőcs Attila, Burián Hunor și Makó Zoltán (2009): *Categorization of cartels based on market factors using fuzzy information matrix*, Conferința Politici economice – politici rurale: Provocarea de a fi membru al Uniunii Europene pe Ținutul Secuiesc, pp. 106-122. ISBN: 978.973.1970.24.0, Universitatea Sapientia, Miercurea Ciuc.
9. Szőcs Attila (2012): *Modelul MIMC a valorii mărcii: Testarea specificației cauzale a valorii mărcii*, Conferința Trenduri economice și antreprenoriale din depresiunea Carpaților. pp. 98-116, vol. 1, ISBN: 978-606-8052-76-2, Universitatea Sapientia, Miercurea Ciuc.
10. Berács J. și Szőcs A. (2012): The MIMIC model of the Consumer-Based Brand Equity: Testing the Causal Specification of Consumer Based Brand-Brand equity. 3rd EMAC CEE Regional Conference: Marketing Theory Challenges in Emerging Societies. 12-14 Septembrie, Belgrad.
11. Szőcs Attila, Csata Andrea și F. Király Gergely (2014): Conceptual model of the structural effect of brand equity on brand value. Natura-Econ 4 International Conference, Environmental Dynamics under the Impact of Economic Trends – Realities and Perspectives. Martie 7, Sfântu Gheorghe.
12. Szőcs Attila (2016): Testing brand value measurement methods in a random coefficient and limited consumer information modeling framework (abstract only). Marketing in the age of data - International conference of the European Marketing Academy, Oslo, May 24-27.

K. Participatie la conferinte

1. Szőcs Attila (2004): *The Multidimensionality of the Brand Concept*, International Conference on Marketing, November 5th-6th, Cluj Napoca, Romania, pp. 617, ISBN 973-656-851-2
2. Szőcs Attila (2005): *Consumer and Global Marketing Management: Benefits and Protection*, The Impact of European Integration on the National Economy – Marketing, 28-29 October, Cluj-Napoca, Romania, pp. 334, ISBN 973 751 83 6

3. Szőcs Attila (2008): *Using Elasticity and Concentration for Cartel Categorization*, International Innovation Conference for Cooperation and Development (InCoDe), October 16-18. Pécs, Ungaria. Coautori: Makó Zoltán și Burián Hunor, pp. 76, ISBN 978-963642248-6
4. Szőcs Attila, Burián Hunor și Makó Zoltán (2008): *Categorization of cartels based on market factors using fuzzy information matrix (2008)*: International Conference on Marketing: Marketing – from information to decision, 30-31 October, Cluj Napoca, Romania. pp. 399, ISBN 978-606-504-054-0.
5. Berács J. și Szőcs A. (2009): *Brands as Leading Indicators of performance*. International Conference on Marketing – Marketing from Information to Decision 2nd Edition, 30-31 October, Cluj-Napoca, Romania.
6. Szőcs Attila, Burián Hunor și Makó Zoltán: *Categorization of cartels based on market factors using fuzzy information matrix (2009)*, Conferința Politici economice – politici rurale: Provocarea de a fi membru al Uniunii Europenepe Ținutul Secuiesc, pp. 106-122. ISBN: 978.973.1970.24.0, Universitatea Sapientia, Miercurea Ciuc.
7. Szőcs Attila (2012): *Modelul MIMC a valorii marcii: Testarea specificației cauzale a valorii mărcii*, Conferința Trenduri economice și antreprenoriale din depresiunea Carpaților. pp. 98-116, vol. 1, ISBN: 978-606-8052-76-2, Universitatea Sapientia, Miercurea Ciuc.
8. Berács József și Szőcs Attila (2012): The MIMIC model of the Consumer-Based Brand Equity: Testing the Causal Specification of Consumer Based Brand-Brand equity. 3rd EMAC CEE Regional Conference: Marketing Theory Challenges in Emerging Societies. 12-14 Septembrie, Belgrad.
9. Szőcs Attila, Csata Andrea și F. Király Gergely (2014): Conceptual model of the structural effect of brand equity on brand value. Natura-Econ 4 International Conference, Environmental Dynamics under the Impact of Economic Trends – Realities and Perspectives. Martie 7, Sfântu Gheorghe.
10. Szőcs Attila (2014): Testing brand value measurement methods in a random coefficient modeling framework. EINCO 2014, 30-31 mai, Oradea.
11. Szőcs A. (2014): Testing brand value measurement methods in a random coefficient modeling framework. 5th EMAC CEE Regional Conference: Marketing Theory Challenges in Emerging Societies. 24-26 Septembrie, Katowice.
12. Szőcs Attila și Sándor Zsolt (2015): Testing Brand Value Measurement Methods in an Equilibrium Framework with Consumer Heterogeneity. ISMS Marketing Science Conference, Baltimore.
13. Szőcs Attila (2016): Testing brand value measurement methods in a random coefficient and limited consumer information modeling framework. Marketing in

the age of data - International conference of the European Marketing Academy, Oslo, May 24-27.

14. Szőcs Attila, Sándor Zsolt (2021): Properties of Brand Value Measures in an Equilibrium Framework. 15th International Conference on Economics and Business - Sapientia, Miercurea Ciuc.
15. Sándor Zsolt, Szőcs Attila, Matthijs Wildenbeest (2019): Properties of Profit Premium in an Equilibrium Framework. 2019 International Industrial Organization Conference, Boston, Industrial Organization Society, pp. 1–30.
16. Szőcs Attila, Sándor Zsolt (2021): Properties of Brand Value Measures in an Equilibrium Framework. 15th International Conference on Economics and Business, CHALLENGES IN THE CARPATHIAN BASIN, Global Challenges - Local Answers, Martie 3, 2021.

L. Invenții.

M. Contracte de cercetare.

N. Premii, distincții.

Cea mai bună publicație a anului 2015, acordată de secțiunea Marketing a Academiei Maghiare de Științe pentru publicația:

Szőcs Attila și Berács József (2015): Estimarea cauzală a valorii mărcii. Szigma – Revista de matematică-economie (categoria B, Ungaria), XLVI, 1-2, 99-125.

O. Alte realizări semnificative.

Data,
07.10.2024

Szőcs Attila

