# Lista de lucrări

## NUMELE ŞI PRENUMELE: Kádár Beáta

### A. Teza de doctorat.

Titlul tezei: Corelația între experiențele de marketing ale învățământului superior și ale pieței forței de muncă din România – Ardeal
Conducătorul tezei: Dr. habil Szabó Zoltán
Instituție: Universitatea Szent István din Gödöllő
Calificativ: summa cum laude

### B. Cărti publicate

#### B4. Cărţi (manuale, monografii, tratate, îndrumare etc.) publicate pe web.

Titlu: Nemzetközi marketing (Marketing internațional)
Autori: Kádár Beáta, Nagy-Kercsó Katalin
Editura: Risoprint, Cluj-Napoca, 2025, ISBN 978-973-53-3388-1, pg. 202.
Link: https://www.risoprint.ro/ebooks/nemzetkozi_marketing_restrict.pdf

Capitolul şi numărul de pagini ce revin autorului: Cap. 2-9. (pagina 17-105)

#### B5. Capitole de cărţi publicate în străinătate

1. Beáta Kádár, Regina Zsuzsánna Reicher: A világjárvány hatása a munkaerő-piaci változásokra Erdélyben és Magyarországon az egyetemi hallgatók szempontjából, Vállalkozásfejlesztés a XXI. században 2021/2. kötet: Gazdasági kihívások és a megoldások keresése napjaink kritikus változásaira Publisher: Óbudai Egyetem, Keleti Károly Gazdasági Kar, Budapest, Magyarország, ISSN 2630-886X

2. Reicher Regina Zsuzsánna, Kádár Beáta - Thinking Together: INTERACTION OF THE HIGHER EDUCATION AND THE CORPORATE SECTOR, in: Reicher Regina Zsuzsánna, Kozma Tímea, Varga Erika (szerk.) Thinking Together. 151 p. Budapest: Óbudai Egyetem, 2017. pp. 29-43. (1.) (ISBN:978-963-449-033-3; 978-963-449-034-0)

### C. Lucrări ştiinţifice publicate

#### C1. Lucrări ştiinţifice publicate în reviste cotate ISI

Kádár, B., & Reicher, R. Z. (2025). Resident-Centred Rural Development Through Place Marketing: Complexity, Sustainability, and Economic Indicators. Economies, 13(11), 304. https://doi.org/10.3390/economies13110304

Csongradi, G., Miskolczi, P., Kadar, B., & Kolnhofer-Derecskei, A. (2024). The Impact of Feedback under Information Asymmetry on Market Dynamics: Results from a

Classroom Experiment. Marketing and Management of Innovations, 15(3), 86–99. https://doi.org/10.21272/mmi.2 024.3-07

Kadar, B., & Reicher, R. Zs. (2020). Innovations in health care management: the effect of the pandemic on the labour market change. Marketing and Management of Innovations, 4, 120-130. https://doi.org/10.21272/mmi.2020.4-09

**C2. Lucrări ştiinţifice publicate în reviste indexate în baze de date internaţionale (indicaţi şi baza de date).**

SCImago:
Reicher, R. Z., Pecze, K., & Kádár, B. (2024). METHODOLOGICAL ISSUES IN THE STUDY OF PLACE MARKETING IN SMALL VILLAGES. ECONOMICS AND CULTURE, 21(1), 177–184. http://doi.org/10.2478/jec-2024-0013

SCImago:
Kádár B, Bilinovics–Sipos J, Reicher RZ. (2025). MODEL APPLICATION IN SUSTAINABLE MUNICIPALITY DEVELOPMENT. Journal of Infrastructure, Policy and Development. 9(1): 10449. https://doi.org/10.24294/jipd10449

Sciendo, Central and Eastern European Online Library:
Kádár Beáta, Nagy Szeréna - Efectele pandemiei COVID-19 pe piața muncii, Studia Universitatis Petru Maior, Series Oeconomica. 2020, Issue 2, p85-107. 23p. DOI: https://doi.org/10.2478/amso-2020-0012

**C3. Lucrări ştiinţifice publicate în reviste din străinătate (altele decât cele menţionate anterior).**

Reicher, Regina; Pecze, Krisztina; Kádár, Beáta: Helymarketing, és hatásai, mint kutatási téma – Szisztematikus irodalomfeldolgozás MULTIDISZCIPLINÁRIS KIHÍVÁSOK SOKSZÍNŰ VÁLASZOK: 168-201., 34 p. (2023) (https://doi.org/10.33565/MKSV.2023.03.07)

Kádár Beáta, Nagy Benedek - A 2019-s csíksomlyói pápalátogatás: a sajtóanyagok elemzése, In The Hungarian Journal of Marketing and management, Vol. 54. No 2., (2020), pp. 51-63, DOI: 10.15170/MM.2020.54.02.05

Kádár Beáta, Szabó Zoltán – Higher education learning outcome and its aplicability on the labour market, In Acta Carolus Robertus, Vol. 8, nr. 1., Líceum kiadó, Eger, 2018, 103-114.

Kádár Beáta - Including labour market proposals in higher education offers, In Acta Oeconomica Universitatis Selye, International scientific journal, Vol. 6, No. 2., Komarno, 2017, 89-100.

Kádár Beáta - Az erdélyi magyar felsőoktatás és a munkaerőpiac kapcsolata. In: Opus et Educatio; Vol 5, No 2 (2018): 17. szám ISSN 2064-9908.

Kádár Beáta - A munkaerőpiaci javaslatok érvényesülése a felsőoktatási kínálatban. In: Educatio, Vol. 27, no 2 (2018) pp. 316-322, DOI: 10.1556/2063.27.2018.2.12

**C6. Lucrări ştiinţifice publicate în volumele manifestărilor ştiinţifice**

Pecze, K., Kádár, B., & Reicher, R. Z. (2024). Nowadays' Questions of Place Marketing. In 8th FEB International Scientific Conference (pp. 619–627). http://doi.org/10.18690/um.epf.5.2024.58

Kádár, Beáta; Pecze, Krisztina; Reicher, Regina Zsuzsánna; Majláth, Melinda: Place marketing as a research topic - secondary research results on international publications, In: Nagy, Benedek (szerk.) 16th Annual International Conference on Economics and Business CHALLENGES IN THE CARPATHIAN BASIN: conference volume Cluj-Napoca, Romania: Risoprint (2023) 436 p. pp. 243-253. , 11 p.

Gergely, Orsolya; Kádár, Beáta: What doesn't kill you, makes you stronger? The situation of female entrepreneurs after a long crisis period from Romania according to a desk research and expert interviews In: Nagy, Benedek (szerk.) 16th Annual International Conference on Economics and Business CHALLENGES IN THE CARPATHIAN BASIN : conference volume, Cluj-Napoca, Románia : Risoprint (2023) 436 p. pp. 176-183. , 8 p.

Reicher, Regina Zsuzsánna; Pecze, Krisztina; Kádár, Beáta; Szigeti, Cecília: Place Marketing and its Effects as a Research Topic - Systematic Literature Review In: Vágány, Judit; Fenyvesi, Éva (szerk.) Multidiszciplináris kihívások, sokszínű válaszok: 11. Tudományos Szimpózium, Budapest, Magyarország: Budapesti Gazdasági Egyetem (BGE) (2023)

Reicher, Regina Zsuzsánna; Pecze, Krisztina; Kádár, Beáta; Szigeti, Cecília: Helymarketing, és hatásai, mint kutatási téma – szisztematikus irodalomfeldolgozás In: Vágány, Judit; Fenyvesi, Éva (szerk.) Multidiszciplináris kihívások, sokszínű válaszok: 11. Tudományos Szimpózium: absztrakt füzet, Budapest, Magyarország: Budapesti Gazdasági Egyetem (BGE) (2023)

Kádár Beáta, Nagy Szeréna - The effects of the Covid -19 pandemic on the economy, and the labour market, with special emphasis on the agricultural sector and agricultural workforce in Romania, in Global Challenges - Local Answers. Interdependencies or Slobalisation?, 2021, 105-119

Kádár Beáta, Nagy Benedek - A 2019-s csíksomlyói pápalátogatás: a tudatos kommunikáció és a sajtóanyagok elemzése, in III. Nemzetközi Turizmusmarketing Konferencia, Kreativitás, változás, reziliencia, 2020, ISBN 978-963-429-506-8 (pdf), pg. 7-21.

Kádár Beáta: How the Transylvanian graduates get on succeed on the labor market, in 16th International Scientific Days, Sustainability Challenges and Answers, 2018, ISBN 978-615-5621-75-8 (online), pg. 921-929

Kádár Beáta: Graduate students' opinion about the applicability of subjects learned at the university, in 16th International Scientific Days, Sustainability Challenges and Answers, 2018, ISBN 978-615-5621-75-8 (online), pg. 929-935

Kádár Beáta – Tánczos Levente - József: Comparing two transylvanian universities from the perspective of labor market, in 16th International Scientific Days, Sustainability Challenges and Answers, 2018, ISBN 978-615-5621-75-8 (online), pg. 935-943

Kádár Beáta, Reicher Regina Zsuzsánna: Education Supported by SME vs. SME Supported by Education, in PROCEEDINGS of FIKUSZ 2016, ISBN: 978-963-449-012-8, pg. 73-79

Kádár Beáta - A beiskolázási marketingtevékenység eredményességének vizsgálata a Sapientia EMTE Csíkszeredai kara esetében, Nyitra, 2016 - Legal, economic, managerial and environmental aspects of performance competencies by local authorities, ISBN 978-80-552-1614-0, pg. 125-132

Kádár Beáta - The brand personality of the Sapientia Hungarian University of Transylvania, in International Journal of Business and Management Studies Vol 5, no 1, 2013. ISSN: 1309-8047 (Online), pg. 81-91

Kádár Beáta - Conscious Marketing Communication in higher education, Or on which distinctive features should build its marketing a small town university from Transylvania, in Breakthrough Points of World Economy in the 21st Century ISBN 978-963-269-319-4, Gödöllő, 2012, pg. 99-105

**E. Editare, coordonare de volume**

Kádár, Beáta – Lázár, Ede (editors): Economical environment changes in the Carpatian Basin Sapientia Hungarian University of Transylvania Faculty of Economic and Human Sciences, Miercurea-Ciuc., ISBN 978-606-661-017-9, Status Publishing House, Csíkszereda, 2014

**G. Contracte de cercetare (menţionaţi calitatea de director sau membru)**

Erasmus+: RE-FEM: Upskilling pathways for REsiliency in the post-Covid era for FEMale Entrepreneurs2022-1-HU01-KA220-ADU-000089295 (51298 EUR), Gergely Orsolya, Kádár Beáta (membru în colectiva de cercetare)

Erasmus+: iFempower – 44000 eur. Erasmus+, Lázár Ede, Gergely Orsolya, Tánczos Levente- József, Kádár Beáta (membru în colectiva de cercetare)

Videmus Papam – Dimensiunile sociale și economice ale vizitei Papei Francisc la Șumuleu Ciuc în anul 2019, în contextul Ținutului Secuiesc și într-un cadru mai larg. Cercetare interdisciplinară din perspectiva științelor sociale, religioase, ale comunicării, economice și de afaceri – grant de cercetare colectivă MTA Domus (930.000 HUF). [2018 – 2019] (membru în colectiva de cercetare)

Dr. Lázár Ede, Kádár Beáta, Tánczos Levente – József - Inovații de marketing în industria alimentară a Ţinutului Secuiesc, 2013, finanțat de KPI (membru în colectiva de cercetare)

Dr. Elek Sándor, Dr. György Ottilia, Dr. Illyés László és Dr. Péter E. Katalin - Családi gazdaságok Székelyföldön, 2009- 2010, finanțat de KPI (membru în colectiva de cercetare)

Dr. Bakacsi Gyula, Kádár Beáta, et al. - A romániai magyar közép- és felsőfokú oktatás helyzete gazdasági és társadalmi kontextusban, 2010, finanțat de OTP Bank Hungary (membru în colectiva de cercetare)

## J. Citări

### Conform Web of Science Core Collection, fără autocitări (data verificării: 19 12 2025):

**1.**

**Title:** Efficiency of Healthcare Financing: Case of European Countries
**Author(s):** Kwilinski, A (Kwilinski, Aleksy); Vysochyna, A (Vysochyna, Alina)
**Source:** INTERNATIONAL JOURNAL OF FINANCIAL STUDIES **Volume:** 12 **Issue:** 3 **Article Number:** 87 **DOI:** 10.3390/ijfs12030087 **Published Date:** 2024 SEP
**Accession Number:** WOS:001323023800001
**Author Identifiers:**

| Author | Web of Science ResearcherID | ORCID Number |
|---|---|---|
| Kwiliński, Aleksy | B-7526-2017 | 0000-0001-6318-4001 |
| Kwilinski, Aleksy | B-7526-2017 | |
| Vysochyna, Alina | A-4791-2015 | 0000-0001-9490-1026 |

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**2.**

**Title:** HEALTHCARE FINANCING AND BUDGETING: THE REGIONAL POLICY PRIORITIES IN RESPONSE TO COVID-19
**Author(s):** Kuzmenko, O (Kuzmenko, O.); Kashcha, M (Kashcha, M.); Shvindina, H (Shvindina, H.); Hakimova, Y (Hakimova, Y.); Tagiyeva, N (Tagiyeva, N.); Shyian, O (Shyian, O.)
**Source:** FINANCIAL AND CREDIT ACTIVITY-PROBLEMS OF THEORY AND PRACTICE **Volume:** 2 **Issue:** 37 **Pages:** 310-324 **Published Date:** 2021
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**Author Identifiers:**

| Author | Web of Science ResearcherID | ORCID Number |
|---|---|---|
| Shvindina, Hanna | AAE-7753-2020 | |
| Kuzmenko, Olha | W-5504-2019 | |
| Kashcha, Mariya | ABF-9867-2020 | |
| Kashcha, Mariya | | 0000-0001-9055-8304 |
| Shvindina, Hanna | B-4494-2018 | 0000-0003-0883-8361 |

**ISSN:** 2306-4994
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**3.**

**Title:** IMPACT OF DIGITALIZATION AND TIIE COVID-19 PANDEMIC ON TIIE AML SCENARIO: DATA MINING ANALYSIS FOR GOOD GOVERNANCE
**Author(s):** Vasilyeva, T (Vasilyeva, Tetyana); Ziolko, A (Ziolko, Anna); Kuzmenko, O (Kuzmenko, Olha); Kapinos, A (Kapinos, Anna); Humenna, Y (Humenna, Yuliia)
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| Kuzmenko, Olha | W-5504-2019 | |
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1. Kuzmenko O. et al. HEALTHCARE FINANCING AND BUDGETING: THE REGIONAL POLICY PRIORITIES IN RESPONSE TO COVID-19. (2021) FINANCIAL AND CREDIT ACTIVITY-PROBLEMS OF THEORY AND PRACTICE 2306-4994 2310-8770 2 37 310-324

2. Nataliia Letunovska et al. Population health as a determinant of the level of regional development: examples of marketing programs to support a healthy lifestyle. (2021) Megjelent: Monogragh. School of Economics and Management in Public Administration in Bratislava pp. 527-539

3. Koibichuk Vitaliia et al. An overview of the elemental and functional content of the health indicators system as an economic category. (2021) Health Economics and Management Review 2786-4626 2786-4634 & 2 8-14

4. Vasilyeva T. et al. IMPACT OF DIGITALIZATION AND THE COVID-19 PANDEMIC ON THE AML SCENARIO: DATA MINING ANALYSIS FOR GOOD GOVERNANCE. (2021) ECONOMICS AND SOCIOLOGY 2071-789X 2306-3459 14 4 326-354

5. Kuzmenko Olha V. et al. IMPACT OF VACCINATION ON THE COVID-19 PANDEMIC: BIBLIOMETRIC ANALYSIS AND CROSS COUNTRY FORECASTING BY FOURIER SERIES. (2021) WIADOMOSCI LEKARSKIE 0043-5147 74 10 2359-2367

6. Jianfeng Yao et al. The influence of health insurance on labor market outcomes: a comparative study using health economics and labor economics. (2023) INTERNATIONAL JOURNAL OF ECONOMICS AND FINANCE STUDIES 1309-8055 15 3 183-204

7. Ana Julia Guidelli et al. O impacto da pandemia nas relações de trabalho e as estratégias empresariais para o teletrabalho. (2023) BRAZILIAN JOURNAL OF DEVELOPMENT 2525-8761 9 7 22287-22308

8. Aleksandra Kuzior et al. Interaction between health insurance, household income, and public health financing in Ukraine. (2022) PROBLEMS AND PERSPECTIVES IN MANAGEMENT 1727-7051 1810-5467 20 4 436-450

9. Vasylieva Tetiana et al. The Behavioral and Social Dimension of the Public Health System of European Countries: Descriptive, Canonical, and Factor Analysis. (2023) INTERNATIONAL JOURNAL OF ENVIRONMENTAL RESEARCH AND PUBLIC HEALTH 1661-7827 1660-4601 20 5

10. Kuzior Aleksandra et al. The Impact of the Organization of Public Health Systems on the Ability of Countries to Resist the COVID-19 Pandemic: The Experience of Developed Countries of the World and Ukraine. (2023) INTERNATIONAL

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11. Kwilinski Aleksy et al. Efficiency of Healthcare Financing: Case of European Countries. (2024) INTERNATIONAL JOURNAL OF FINANCIAL STUDIES 2227-7072 2227-7072 12 3 p. 87

12. Kumar Ranjan et al. Impacts of Digital Payments on Socio-Economic Factors in Emerging Markets and Developing Economies. (2023) Megjelent: Impact of Disruptive Technologies on the Socio-Economic Development of Emerging Countries pp. 147-171

13. Letunovska Nataliia et al. Analysis of Health Care System Development in the Regions amidst the Economic Inclusiveness and Social Determinants of Health. (2023) WSEAS TRANSACTIONS ON ENVIRONMENT AND DEVELOPMENT 1790-5079 19 & 163-173

14. Martynets Viktoriya et al. How the Covid-19 Pandemic Affects Sustainable Development: The Impact on the Social, Economic and Energy Parameters of Sustainable Development. (2022) STRATEGIC PLANNING FOR ENERGY AND THE ENVIRONMENT 1048-5236 1546-0126 41 4 425-456

15. Kwilinski Aleksy et al. Digital public services: Catalysts for healthcare efficiency. (2024) JOURNAL OF OPEN INNOVATION: TECHNOLOGY MARKET AND COMPLEXITY 2199-8531 10 3 1-12

**Conform Google scholar (data verificării: 19 12 2025)**

| TITLE | CITED BY | YEAR |
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| Innovations in health care management: the effect of the pandemic on the labour market change<br>B Kadar, RZ Reicher<br>Sumy State University | 34 | 2020 |
| Including labour market proposals in higher education offers<br>B Kádár<br>Acta Oeconomica Universitatis Selye 6 (2), 89-100 | 17 | 2017 |
| A munkaerőpiaci javaslatok érvényesülése a felsőoktatási kínálatban<br>B Kádár<br>Educatio 27 (2), 316-322 | 4 | 2018 |
| Education supported by SME vs. SME supported by education<br>K Beáta, R Zsuzsánna, PD Reicher<br>Proceedings of FIKUSZ 2016, 73 | 4 | 2016 |
| A felsőoktatási marketing tapasztalatai és a munkaerőpiaci összefüggések Románia-Erdélyben<br>B Kádár<br>Szent István Egyetem (2000-2020) | 3 | 2018 |
| The effects of COVID-19 on the labour market<br>B Kádár, S Nagy<br>Acta Marisiensis. Series Oeconomica 14 (2), 43-53 | 2 | 2020 |
| THE BRAND PERSONALITY OF THE SAPIENTIA HUNGARIAN UNIVERSITY OF TRANSYLVANIA<br>B Kádár<br>International Journal of Business and Management Studies 5 (1), 81-91 | 2 | 2013 |
| Methodological Issues in the Study of Place Marketing in Small Villages<br>RZ Reicher, K Pecze, B Kádár<br>Economics and Culture 21 (1), 177-184 | 1 | 2024 |
| Helymarketing, és hatásai, mint kutatási téma–Szisztematikus irodalomfeldolgozás<br>RZ Reicher, K Pecze, B Kádár<br>Multidiszciplináris kihívások, sokszínű válaszok-Gazdálkodás-és … | 1 | 2023 |

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