Lista de lucrări în domeniul de studii universitare de licenţă

Numele şi prenumele: Nagy-Kercsó Katalin

A. Teza de doctorat: -

B. Cărți și capitole de cărți:

B2. Cărţi (manuale, monografii, tratate, îndrumare etc.) publicate în ţară, la edituri recunoscute CNCSIS.

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

B6. Capitole de cărţi publicate în ţară

1. Nagy-Kercsó, Katalin: Gyergyószentmiklós a jövő élettere!? din: Biró, A Zoltán; Magyar, Ferenc (editor) Település, innováció, identitás : Vidékfejlesztési esettanulmányok a székelyföldi térségből,Miercurea Ciuc, Romania: Editura Státus (2014) 197 p. pp. 13-25.

C. Lucrări ştiinţifice publicate

C1. Lucrări ştiinţifice publicate în reviste cotate ISI

1. *Nagy-Kercsó, Katalin*; Kovács, Sándor; Zha, Lei; Kontor, Enikő: *The Greenwashing Paradox: Signal Degradation and the Rise of Heuristic Substitution*. **Administrative Sciences**, 16(5), Article 223,24 p. (2026).
Baze de date: Web of Science, Scopus.

C4. Lucrări ştiinţifice publicate în reviste din ţară, recunoscute CNCSIS (altele decât cele din baze de date internaţionale)

1. *Katalin Nagy-Kercsó,* Enikő Kontor: How Scholars Have Thought About Greenwashing Over The Last Two Decades. An Overview Through A Bibliometric Analysis JOURNAL OF ENVIRONMENTAL MANAGEMENT AND TOURISM, Volume XV, Issue 2(74). 2024. ISSN 2068-7729.

C5. Lucrări ştiinţifice publicate în reviste, altele decât cele menţionate anterior

1. Nagy-Kercsó, Katalin: Towards Sustainability on a Sea of Eco-Labels. Leading or misleading? ACTA UNIVERSITATIS SAPIENTIAE ECONOMICS AND BUSINESS 11: 1 pp. 186-207, 22 p. (2023)DOI: https://doi.org/10.2478/auseb-2023-0009

C6. Lucrări ştiinţifice publicate în volumele manifestărilor ştiinţifice

1. Koroseczné Pavlin Rita, *Nagy-Kercsó Katalin*, Kádár Beáta, Kassay János, Péter Emőke Katalin, Nagy Szeréna, Pál László, Fejér-Király Gergely, Nagy Benedek, Szőcs Attila, Proceedings of the 17th Annual International Conference on Economics and Business: Challenges in the Carphation Basin. Innovation: Bridging the Gap between Urban Centers and Peripheries, Editura Risoprint, Kolozsvár, 570, 2025, ISBN 978-973-53-3346-8

K. Participări la conferinţe naţionale şi internaţionale

1. Katalin Nagy-Kercsó: „What is the difference between greenwashing and greenwishing?", V. International Sustainability Student Conference. Budapest Business University, Budapesta, Ungaria, aprilie 2022.

2. Katalin Nagy-Kercsó: „Toward Sustainability. On a Sea of Eco-Labels. Leading or Misleading?", 16th Annual International Conference on Economics and Business: Challenges in the Carpathian Basin - Global Challenges, Local Answers. Sapientia Hungarian University of Transylvania, Miercurea Ciuc, România, mai 2023.

3. Katalin Nagy-Kercsó: „Principalele etape ale cercetărilor privind greenwashing-ul", XV. International Scientific PhD Conference. University of Debrecen, Debrecen, Ungaria, februarie 2024.

4. Katalin Nagy-Kercsó: „Cine? Ce? Când face greenwashing?", VII. Forum de doctorat. Universitatea Sapientia, Miercurea Ciuc, România, mai 2024.

5. Katalin Nagy-Kercsó: „Explorarea percepției consumatorilor asupra greenwashing-ului prin interviuri de tip focus grup", XVI. International Scientific PhD Conference. University of Debrecen, Debrecen, Ungaria, februarie 2025.

6. Katalin Nagy-Kercsó: „Insight-uri ale consumatorilor privind greenwashingul pe baza rezultatelor unei cercetări de tip focus grup", VIII. Forum de doctorat. Universitatea Sapientia, Miercurea Ciuc, România, mai 2025.

7. Katalin Nagy-Kercsó: „Consumer perception of greenwashing and green purchase intention in the food and clothing sectors. Evidence from Transylvanian region (Romania) - A pilot study", 11th International Scientific-Business Conference Leadership, Innovation, Management and Economics: Integrated Politics of Research - LIMEN 2025. IFJ Institute for Young Entrepreneurs AG, Zurich, Elveția, decembrie 2025.

8. Katalin Nagy-Kercsó: „A zöldre festés szerepe az erdélyi fogyasztók élelmiszeripari termékekkel kapcsolatos vásárlási szándékának alakulásában", International Scientific PhD Conference 2026, University of Debrecen, Doctoral School of Management and Business, Debrecen, Ungaria, online, februarie 2026.

9. Katalin Nagy-Kercsó: „Beyond the Green Illusion: Sustainability Burnout in the Transylvanian Market", International Scientific Conference Emerging Trends in Economics, Culture and Humanities (etECH2026), Riga, Letonia / online, 22–23 aprilie 2026.

10. Beáta Kádár, Balázs Bács, Katalin Nagy-Kercsó: „Keeping Minority Youth At Home: A System-Based Place Marketing Model For The Szeklerland Region”, International Scientific Conference Emerging Trends in Economics, Culture and Humanities (etECH2026), Riga, Letonia / online, 22–23 aprilie 2026.

11. Katalin Nagy-Kercsó: „Greenwashing and Consumer Responses in the Food Sector A Literature Review and Research Agenda”, *14th International Conference on Management*, Budapesta, Ungaria, 10–12 iunie 2026.

Data: 28.09.2026

Nume Prenume:
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