Lista de lucrări

Numele şi prenumele: Szőcs Attila

A. Teza de doctorat.

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

B. Cărti publicate

B6. Capitole de cărţi publicate în ţară

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

C. Lucrări ştiinţifice publicate

C2. Lucrări ştiinţifice publicate în reviste cotate ISI sau indexate în baze de date internaţionale

1. Sándor, Z., Szőcs, 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)**.

2. Szőcs A. (2025): Beyond Commodification: Reframing Cultural Marketing through Double Value Theory. Acta Univ. Sapientiae, Economics and Business, **13** (2025) 121–145.

C3. Lucrări ştiinţifice publicate în reviste din străinătate

3. Szőcs Attila (2004): *Purtătorii de imagine în afara sferei instituţiilor*, Budapest Management Review, XXXV. Ediţie Specială, pp. 58, ISSN 0133-0179.

4. Szőcs Attila (2004-2005): *Economia comunicaţiilor*, The Hungarian Journal of Marketing and Management, 38-39, 2004/6-2005/1, pp. 76, HU ISSN 1219-03-49

5. Szőcs Attila (2006): *Fundamentul ştiinţific a marketingului,* The Hungarian Journal of Marketing and Management. XL. 5-6. pp. 10, HU ISSN 12190349

6. Szőcs Attila (2007): *Marca: Ipostazele înţelesului*, Jel-Kép, 2,pp. 14, HU ISSN 0209584X, Budapesta.

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

C4. Lucrări ştiinţifice publicate în reviste din ţară, recunoscute CNCSIS

8. Szőcs Attila (2006): Scurta critică a rolului lui Milton Friedman în filosofia ştiinţelor. Közgazdász Fórum, 5-2. pp. 13.
9. Szőcs Attila (2009): Marca. Közgazdász Fórum2, Vol.85, pp. 31-47. ISSN 15821986
10. 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.
11. Szőcs Attila (2014): Consumer-Based Brand Equity. Journal of Economics and Business Research, Vol. XX, No. 1, pp. 93-121, ISSN 2068 – 3537.
12. 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.
13. Szőcs Attila, Berács József (2015): A Causal Model of Consumer-Based Brand Equity. Acta Universitatis Sapientiae, Economics and Business, **3** (2015) 5−26

C6. Lucrări ştiinţifice publicate în volumele manifestărilor ştiinţifice

14. 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

15. 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

16. 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

17. 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.

18. 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 şi Burián Hunor, pp. 76, ISBN 978-963642248-6

19. 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 şi Burián Hunor, pp. 399, ISBN 978-606-504-054-0.

20. 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.

21. Szőcs Attila, Burián Hunor și Makó Zoltán (2009): *Categorization of cartels based on market factors using fuzzy information matrix, Conferinta* Politici economice – politici rurale: Provocarea de a fi membru al Uniunii Europene pe Ţinutul Secuiesc, pp. 106-122. ISBN: 978.973.1970.24.0, Universitatea Sapientia, Miercurea Ciuc.

22. 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.

23. 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.

24. 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.

25. 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.

26. Szőcs Attila (2025): Determinants of consumer intentions to attend theatre performances: the case of Csíki Játékszín. 17th Annual International Conference on Economics and Business, Challenges in the Carpathian Basin. Editura Risoprint.

27. Szőcs Attila și Bencze Tímea (2025): Business application of framing. 17th Annual International Conference on Economics and Business, Challenges in the Carpathian Basin. Editura Risoprint.

K. Participări la conferinţe naţionale şi internaţionale

28. 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

29. 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

30. 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 şi Burián Hunor, pp. 76, ISBN 978-963642248-6

31. 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.

32. 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.

33. Szőcs Attila, Burián Hunor și Makó Zoltán: *Categorization of cartels based on market factors using fuzzy information matrix (2009), Conferinta* Politici economice – politici rurale: Provocarea de a fi membru al Uniunii Europenepe Ţinutul Secuiesc, pp. 106-122. ISBN: 978.973.1970.24.0, Universitatea Sapientia, Miercurea Ciuc.

34. 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.

35. 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.

36. 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, Sfantu Gheorghe.

37. Szőcs Attila (2014): Testing brand value measurement methods in a random coefficient modeling framework. EINCO 2014, 30-31 mai, Oradea.

38. 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.

39. Szőcs Attila și Sándor Zsolt (2015): Testing Brand Value Measurement Methods in an Equilibrium Framework with Consumer Heterogeneity. ISMS Marketing Science Conference, Baltimore.

40. 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.

41. 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.

42. 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.

43. Szőcs Attila (2025): Determinants of consumer intentions to attend theatre performances: the case of Csíki Játékszín. 17th Annual International Conference on Economics and Business, Challenges in the Carpathian Basin. Editura Risoprint.

44. Szőcs Attila și Bencze Tímea (2025): Business application of framing. 17th Annual International Conference on Economics and Business, Challenges in the Carpathian Basin. Editura Risoprint.

45. Szőcs Attila și Lázár Ede (2026): Consumer Profiling and Psychographic Segmentation at the Taste of Transylvania Festival. ICOM 2026. Challenges of Business Management in the 21st Century – Sustainability and/or Competitiveness?

I. Premii, distincţii

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.

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