

## LISTA DE PUBLICAȚII – BENEDEK ISTVÁN

1. Kádár Magor - Benedek István: Internal communication and HR management training: negotiating techniques, human resources management and conflict management. Handbook on developing personal negotiation techniques. Cluj-Napoca: Presa Universitară Clujeană, 2016
2. Benedek István: Measuring Place Brand Equity: A Review of Current Models. Journal of Media Research, Vol. 10, Issue 1(27), 2017, pp. 42-57.
3. Benedek István: Romania as a Country Brand: A Comparative Study Based on Current Nation Brand Indexes. Forum on Economics and Business, 2017 (acceptat, în apariție).
4. Benedek István: Media and Online Analysis of Settlements from Saint Ladislaus Memorial Road.  
Journal of Media Research, 2017 (acceptat, în apariție).