



ACADEMIA
ROMÂNĂ
SCOSAAR

Fișa de verificare a îndeplinirii standardelor pentru dobândirea atestatului de abilitare, conform Ordinului nr.3121/2015

Candidat **STOICA IVONA**

Data nașterii: **12.08.1983**

Funcția actuală: **Conferențiar universitar doctor**

Data numirii în funcția actuală: **Decizia nr. 83 UCDC / 24.02.2014**

Instituția organizatoare de studii universitare de doctorat (IOSUD): **Școala de Studii Avansate a Academiei Române (SCOSAAR) – Academia Română**

1. Studiile universitare de licență

Nr. crt.	Instituția de învățământ superior și facultatea absolvită	Domeniul	Perioada	Titlul acordat
1.	ACADEMIA DE STUDII ECONOMICE DIN BUCUREȘTI FACULTATEA DE MARKETING	MARKETING, Specializarea Cercetări de marketing	2003-2007	LICENȚIAT ÎN ECONOMIE (Buget cu bursă)

2. Studiile universitare de masterat

Nr. crt.	Instituția de învățământ superior și programul de masterat absolvit	Domeniul	Perioada	Titlul acordat
1.	ACADEMIA DE STUDII ECONOMICE DIN BUCUREȘTI, Programul de studii masterale "MARKETING ȘI COMUNICARE ÎN AFACERI"	MARKETING (specializarea Marketing și Comunicare în Afaceri)	2007-2009	Economist cu diplomă de studii masterale
2.	ACADEMIA DE STUDII ECONOMICE DIN BUCUREȘTI, Programul de studii masterale "MARKETING ONLINE"	MARKETING (specializarea Marketing Online)	2007-2009	Economist cu diplomă de studii masterale

3. Studiile de doctorat

Nr. crt.	Instituția organizatoare de doctorat	Domeniul	Perioada	Titlul științific acordat
1.	ACADEMIA DE STUDII ECONOMICE DIN BUCUREȘTI	FACULTATEA DE MARKETING	2008-2011	DOCTOR (Ordinul MECS Nr. 6468 din 07.12.2011)

4. Studii și burse postdoctorale (stagii de cel puțin 6 luni)

Nr. crt.	Țara/ instituția	Domeniul / specializarea	Perioada	Tipul de bursă
1.	ROMÂNIA / ACADEMIA ROMÂNĂ	ECONOMIC / MARKETING	2014-2015	BURSĂ POSTDOCTORALĂ (Rute de Excelență Academică în Cercetarea Doctorală și Postdoctorală (READ), proiect cofinanțat din Fondul Social European prin Programul Operațional Sectorial –Dezvoltarea Resurselor Umane 2007-2013 (POS-DRU)- POSDRU/159/1.5/S/137926)

2.	ROMÂNIA / ACADEMIA DE STUDII ECONOMICE DIN BUCUREȘTI (prin Școala Doctorală - Instituție Organizatoare de Studii Doctorale – I.O.S.U.D.)	ECONOMIC / MARKETING	2008-2011	BURSĂ DOCTORALĂ Doctorat și doctoranzi în triunghiul educație – cercetare – inovare (DOC-ECI), finanțat prin Programul Operațional Sectorial –Dezvoltarea Resurselor Umane (POS-DRU) - POSDRU/6/1.5/S/11
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5. *Grade didactice/profesionale*

Nr. crt.	Instituția	Domeniul	Perioada	Titlul/postul didactic sau gradul profesional
1.	UNIVERSITATEA CREȘTINĂ "DIMITRIE CANTEMIR"	MARKETING	Februarie 2014- prezent	Conf. univ. dr. Titular - Decizia nr. 83 /24.02.2014
2.	UNIVERSITATEA CREȘTINĂ "DIMITRIE CANTEMIR"	MARKETING	Octombrie 2014- Ianuarie 2014	Asociat
3.	ACADEMIA DE STUDII ECONOMICE	MARKETING	Octombrie 2011 - Prezent	Asociat
4.	UNIVERSITATEA ROMÂNNO-AMERICANĂ	MARKETING	Februarie 2011- Ianuarie 2014	Asistent univ. dr.
5.	UNIVERSITATEA ROMÂNNO-AMERICANĂ	MARKETING	Februarie 2008- Februarie 2009	Preparator univ. drd.

6. *Realizările profesional-științifice*

20 Septembrie, 2017

Candidat,



Domeniul activităților	Tipul activităților	Categoriile și restricțiile	Subcategoriile	Articol / dovada publicării	Punctajul acordat (pt)	Pondere aferentă (ki)	Punctaj obținut (pt*ki)	Punctaj suplimentar (ps)
ACTIVITATEA DIDACTICĂ ȘI PROFESIONALĂ (A1)								
Activitatea didactică și profesională (A1)	1.1. Cărți și capite/studii în cărți de specialitate sau volume colective	1.1.1 Carte de specialitate	1.1.1.2. naționale: Profesor minim 3 cărți, Conferențiar minim o carte	1. Stoica, Ivona, <i>Inițiere în cercetările de marketing online</i> , Editura Uranus, București 2014, ISBN 978-606-699-002-8, 166 pg.; https://carturessti.ro/carte/initiere-in-cercetarile-de-marketing-online-1981127?r=a_related&p=4	8		8	
	1.2. Material didactic / lucrări didactice	1.2.2. Îndrumătoare de laborator / aplicații		2. Stoica, Ivona, <i>Ghid practic pentru realizarea sondajelor online</i> , Editura Uranus, București 2014, ISBN 978-606-699-003-5, 124 pg.; https://carturessti.ro/carte/ghid-practic-pentru-realizarea-sondajelor-online-1981128	8		8	
				3. Ciobotă Gh., Stoica Ivona, <i>Comportamentul consumatorului. Abordare practică</i> , Editura Pro Universitaria, București, 2015, ISBN: 978-606-26-0456-1, 146 pg., Editură recunoscută CNCISIS. https://www.emag.ro/comportamentul-consumatorului-abordare-practica-ciobotat-georghe-ivona-stoica-9786062604561/pdf/DORRY2BBM/	8	0,75	6	
				4. Zaharia, V., Balaceanu, C., Boajă, D., Muștescu, A., Stoica, Ivona, Chira, R., Ciobotă, G., Constantinescu, M., Dogaru, M., Țăpligă, P., Turkeș, M., <i>Teste-grilă pentru examenul de licență la specializarea Marketing, pentru studenții anului III zi</i> , Editura ProUniversitaria, București, 2017, ISBN 978-606-26-0744-9, 145 pg., Editură recunoscută CNCISIS. http://www.prouniversitaria.ro/carte/teste-grila-pentru-examenul-de-licenta-la-specializarea-marketing-pentru-sudentii-anului-iii-la-zi	---	---	---	
TOTAL ACTIVITATEA DIDACTICĂ ȘI PROFESIONALĂ (A1)					22			

Domeniul activităților	Tipul activităților	Categoriile și restricții	Subcategoriile	Articol / dovada publicării	Punctajul acordat (pi)	Numărul de autori ai publicației (ai)	Punctaj obținut p/ai
ACTIVITATEA DE CERCETARE (A2)							
Activitatea de cercetare (A2)	2.1. Articole care prezintă contribuții științifice originale, în extenso, publicate în reviste cotate ISI cu factor de impact mare ca 0	2.1.1 Articol care prezintă contribuții științifice originale, în extenso, publicat într-o revistă cotate ISI cu factor de impact mare ca 0		1. Andra-Victoria, Radu, A.-V., Tașcu, Stoica Ivona , A.-C., Radu, Purcarea Victor <i>Online instruments used in pharmaceutical marketing</i> , Farmacia, Volum nr. 2, 2017, indexat ISI Web of Science, Factor de impact în 2015=1.162 , ISSN: 0014-8237, http://www.revistafarmacia.ro/issue.html , ISI Web of Science, Elsevier, http://www.revistafarmacia.ro/201702/issue22017art25.html	8	5	1,6
				2. A.-V., Tașcu Andra-Victoria, Radu, Ivona Stoica , A.-I. Dobrescu, <i>Online decision purchase process of medicines</i> , Farmacia, Volum nr. 1, 2017, indexat ISI Web of Science, Factor de impact în 2015=1.162 , ISSN: 0014-8237, http://www.revistafarmacia.ro/issue.html , ISI Web of Science, Elsevier, http://www.revistafarmacia.ro/201701/issue12017art4.html	8	4	2
				3. A.-C., Radu, Orzan, M., Ceptureanu, S., Stoica Ivona , <i>User Satisfaction Regarding Healthcare Education Services Conducted within EU Funded Projects</i> , Journal of Economic Computation and Economic Cybernetics Studies and Research, Volume 51, Issue 1/2017, pp. 89-102, Factor de impact= 0.406 , ISSN 1842-3264, http://www.ecocyb.ase.ro/nr2017_1/06%20-	8	4	2

Domeniul activităților	Tipul activităților	Categorii și restricții	Subcategorii	Articol / dovada publicării	Punctajul acordat (pi)	Numărul de autori ai publicației (ai)	Punctaj obținut pi/ai
				<p>Articol / dovada publicării</p> <p>%20Radu%20Catalina,%20Mihai%20Orzan%20(T).pdf, ISI Thomson Reuters Services : Science Citation Index Expanded, Social Sciences Citation Index®, Social Scisearch®, Journal Citation Reports/Social Sciences Edition; http://apps.webofknowledge.com/full_record.do?product=WOS&search_mode=MarkedList&qid=26&SID=UikDlirfVkvZ38AJLp&page=1&doc=2&colName=WOS</p> <p>4. Stoica, Ivona, Popescu M., Orzan, M., Consumer's preferences for organic food. A case study of neuromarketing methods and tools, Jurnalul Journal of Environmental Protection and Ecology, vol. 16/Nr. 3/2015/, ISSN 1142-1148, Factor de impact=0.838, ISSN 1311-5065, http://www.jepe-journal.info/journal-content/vol-16-no3, https://docs.google.com/a/jepe-journal.info/viewer?a=v&pid=sites&srcid=amVwZSlqb3VybmFzLmluZm98amVwZSlqb3VybmFzIGd4OjUwNTM0M2NyZAwOTRiMDM, ISI Thomson Reuters Services : Science Citation Index Expanded, Social Sciences Citation Index®, Social Scisearch®, Journal Citation Reports/Social Sciences Edition http://apps.webofknowledge.com/full_record.do?product=WOS&search_mode=MarkedList&qid=32&SID=UikDlirfVkvZ38AJLp&page=1&doc=10&colName=WOS</p> <p>5. Orzan, Gh., Ioanăș, E., Radu, A. – C., Stoica, Ivona, Popescu, M., Conceptual model regarding security and protection consumers' rights in the online environment, Journal of Economic Computation and Economic Cybernetics Studies and Research, Volume 49, Number 1/2015, pp. 129-146, Factor de impact= 0.406, ISSN 1842-3264, http://www.eeoeb.ase.ro/nr20151/08%20-%20Orzan%20Gheorghe.%20%20Ioanash%20Stoica%20%208T%29.pdf, ISI Thomson Reuters Services :</p>	8	3	2,66
					8	5	1,60

Domeniul activităților	Tipul activităților	Categorii și restricții	Subcategorii	Articol / dovada publicării	Punctajul acordat (pi)	Numărul de autori ai publicației (ai)	Punctaj obținut p/ai
		2.1.2. Articole care prezintă contribuții științifice originale, în extenso, publicat într-o revistă indexată de cel puțin 2 din bazele de date internațional e recunoscute		<p>1. Radu, A.-C., Radu, A.-V., Stoica, Ivona, ORZAN, M.-C., <i>Internet Users and Usage. Implications and Risks.</i>, apărut în Jurnalul Quality – Access to success, Vol. 17, S3, 10 iulie 2016, pp. 197-203, jurnalul este publicat de Societatea Română de Asigurarea Calității, recunoscut CNCSIS – categoria B+, indexat BDI în SCOPUS, EBSCO Publishing, CABELL'S Directories și PROQUEST, ISSN 1582-2559, http://www.srac.ro/calitatea/arbiva/supliment/2016/Q-asContents_Vol.17_S3_July-2016.pdf; http://apps.webofknowledge.com/full_record.do?product=WOS&search_mode=MarkedLst&qid=35&SID=U1k1DiiRHVKZ58AJlp&page=2&doc=15&colName=WOS</p> <p>2. DINU, D., Stoica, Ivona, RADU, A.-V., <i>Studying the Consumer Behavior through Big Data</i>, apărut în Jurnalul Quality – Access to success, Vol. 17, S3, 10 iulie 2016, pp. 246-254, jurnalul este publicat de Societatea Română de Asigurarea Calității, recunoscut CNCSIS – categoria B+, indexat BDI în SCOPUS, EBSCO Publishing, CABELL'S Directories și PROQUEST, ISSN 1582-2559, http://www.srac.ro/calitatea/arbiva/supliment/2016/Q-asContents_Vol.17_S3_July-2016.pdf;</p> <p>3. Popescu, M., Stoica, Ivona, EQ – <i>The key to success in the context of knowledge economy and business environment</i>, Calitatea – Acces la succes, Vol. 16/ iulie 2015, ISSN 1582-2559, http://www.srac.ro/calitatea/arbiva/supliment/2015/Q-asContents_Vol.16_S3_July-2015.pdf. SCOPUS, EBSCO, CABELL'S, PROQUEST;</p> <p>4. Popescu, M., Stoica, Ivona, <i>Considerations regarding the psychosomatics importance in achieving business success</i>, Calitatea – Acces la succes, Vol. 16/ iulie 2015 ISSN 1582-2559,</p>	6	4	1,50
					6	3	2
					6	2	3
					6	2	3

Domeniul activităților	Tipul activităților	Categorii și restricții	Subcategori	Articol / dovada publicării	Punctajul acordat (pi)	Numărul de autori ai publicației (ai)	Punctaj obținut pi/ai
				<p>http://www.srac.ro/calitatea/arhiva/supliment/2015/Q-asContents_Vol.16_S3_July-2015.pdf, SCOPUS, EBSCO, CABELL'S, PROQUEST;</p> <p>5. Stoica, Ivona, <i>Consumer behaviour regarding the transition of social activities from fixed to mobile</i>, Calitatea – Acces la succes, Vol. 16/ iuilie 2015, ISSN 1582-2559, http://www.srac.ro/calitatea/arhiva/supliment/2015/Q-asContents_Vol.16_S3_July-2015.pdf, SCOPUS, EBSCO, CABELL'S, PROQUEST;</p> <p>6. Stoica, Ivona, <i>Consumer behavior between rational and emotional</i>, Calitatea – Acces la succes, Vol. 16/ iuilie 2015, ISSN 1582-2559, http://www.srac.ro/calitatea/arhiva/supliment/2015/Q-asContents_Vol.16_S3_July-2015.pdf, SCOPUS, EBSCO, CABELL'S, PROQUEST;</p> <p>7. Stoica, Ivona, <i>The regional consumption credit. Trends, structures and territorial relevance</i>, Romanian Journal of Economics, Vol. 41/2015/ issue 2(50), 282-296, ONLINE ISSN 2344-45657, ISSN-L 1220-5567, http://revecon.ro/articles/2015-2/2015-2-19.pdf, RePEc, EBSCO, DOAJ, WorldCat, Citefactor, Database Rosetti;</p> <p>8. Stoica, Ivona, <i>Regional Patterns of Consumption Credit in Foreign Currency: A Quantitative Analysis of Consumer Behaviour in Romania</i>, ECONOMICA, Vol. no. 1/2015 Online ISSN 2286-0266, Print ISSN 1223-0685, http://oeconomica.org.ro/revista/2015/1/, EBSCO, EconLit, RePec, Ulrich's Periodicals Directory, Index Copernicus, Rosetti International;</p> <p>9. Stoica, Ivona, Orzan, Gh., Dobrescu, A-I, Radu, A.-C., <i>Online Marketing Communication Using Websites. A Case Study of Website Utility in</i></p>	6	1	6
					6	1	6
					6	1	6
					6	4	1,5

Domeniul activităților	Tipul activităților	Categorii și restricții	Subcategorii	Articol / dovada publicării	Punctajul acordat (pi)	Numărul de autori ai publicației (ai)	Punctaj obținut p/ai
				<p>Accessing <i>European Funds in the Tourism Field Regarding Northeastern Romania</i>, Procedia Economics and Finance, Vol. 23/2015, ISSN: 2212-5671, http://www.sciencedirect.com/science/article/pii/S2212567115004360, ISI Proceedings, Science Direct, Elsevier;</p> <p>10. Stoica, Ivona, Vegheș, C., Orzan, M., <i>Statistical exploratory marketing research on romanian consumer's behavior regarding smartphones</i>, Procedia Economics and Finance 00 (2014) 000–000, Vol. 19/2015, ISSN: 2212-5671, http://www.sciencedirect.com/science/article/pii/S221256711501549X, ISI Proceedings, Science Direct, Elsevier;</p> <p>11. Ioanăș, E., Stoica, Ivona, Zaharia, V., <i>The Impact of Facebook over the Consumer Habits</i>, Calitatea – Acces la succes, Vol. 15/ S2 iulie 2015 / pp. 292-295, ISSN 1582-2559, http://search.proquest.com/openview/b75214cd01d2102de0c7d4ac53b9059f1?pq-origsite=scholar, Scopus, EBSCO, Cabell's, PROQUEST;</p> <p>12. Zaharia, V., Stoica, Ivona, Velea, A., <i>Monitoring quality in the management of food enterprises</i>, Knowledge Horizons-Economics, Vol. 6, Nr. 3/2014, P-ISSN: 2069-0932, E-ISSN: 2066-1061/ pp. 13-16, http://orizonturi.uecd.ro/arhiva/2014_khe_6_pdf3/zaharia.pdf, EBSCO, Host, ProQuest, RePec, Ulrich's Periodicals Directory, Open J-Gate, IndexCopernicus, Global Impact Factor;</p> <p>13. Ioanăș, E., Stoica, Ivona, <i>Social media and its impact on consumers behavior</i>, International Journal of Economic Practices and Theories, Vol. 4/Nr. 2/2014/ pp. 295-303, ISSN 2247 – 7225, http://www.ijept.org/index.php/ijept/article/view/Soc</p>	6	3	2
					6	3	2
					6	2	3

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				<p>Articol / dovada publicării</p> <p>ial Media and its Impact on Consumers Behavior, Index Copernicus, Open J-Gate, DOAJ (pending), WorldCat, RePEc, EconPapers, Journal TOCs, New Jour, IDEAS, Cabell's, Google Scholar, Open Archives, Science Central, OCLC, BASE, PDF Cast, Scribd, Iseek, Microsoft Academic Search, Academic Index, PKP Open Archives Harvester;</p> <p>14. Stoica, Ivona, Orzan, Gh., Dobrescu, A., Radu, A.-C., Popescu, M., <i>Websites comparison analysis of projects funded from regional operational program destined to the regions of development in Romania West Central</i>, Annales Universitatii Apulensis: Series Oeconomica, Vol. 16/Nr.2/2014/ pp. 318-323, ISSN 1454-9409, http://www.oeconomica.uab.ro/upload/lucrari/1620142/30.pdf, Research Papers in Economics (RePEc), ProQuest, EconLit, EBSCO, IndexCopernicus, Directory of Open Access Journals (DOAJ), Cabell's Directory of Publishing Opportunities, Ulrich's, Genamics JournalSeek, Open J-Gate;</p> <p>15. Orzan, Gheorghe, Purcărea T. V., Orzan M., Stoica Ivona, <i>Romanian consumer behavior regarding traditional foods. Contributing to the rebuilding of a healthier food culture</i>, articol în „Journal of Food Products Marketing”, Issue 19-2, pp. 119-137, mai 2013, ISSN: 1045-4446, Electronic ISSN: 1540-4102, indexata în Business ASAP; CAB Abstracts; EBSCO host Online Research Databases; FoodScience, and Technology Abstracts (FSTA); FoodlineWeb; Gale Cengage; H.W.Wilson Biography Index (BiographyInd); JournalSeek; OCLC; SwetsWise All Titles and Wilson Business Abstracts, http://www.tandfonline.com/doi/abs/10.1080/10454446.2013.766074;</p>	6	5	1,2
					6	4	1,5

Domeniul activităților	Tipul activităților	Categorii și restricții	Subcategoriile	Articol / dovada publicării	Punctajul acordat (pi)	Numărul de autori și publicației (ai)	Punctaj obținut p/ai
				<p>16. Jeleriu, D - C., Stoica, I., "Clusters development in Romania"; The International Scientific Session, CKS 2009 – Challenges of the Knowledge Society, June 4-5th, 2009 – 3rd Edition, Ed. ProUniversitaria București, ISBN 978-973-129-447-6, CKS – eBook indexată BDI - EBSCO International Databases și DOAJ International Database. http://connection.ebscohost.com/c/articles/47388920/clusters-development-romanian</p> <p>17. Orzan, Gh., Stoica, Ivona, Jeleriu, D.-C. și Orzan, M., Online advertising – Strategic tool for the business environment, prezentat la Conferința Internațională organizată de Facultatea de Științe Economice, Universitatea din Oradea, 29-30 mai 2009, articol apărut în Analele Universității din Oradea, Seria: Științe Economice, Vol.18(4), Editura Universității din Oradea, p.773-777, 2009, ISSN: 1582-5450, revistă indexată BDI: RePEc, DOAJ, EBSCO, SCIOPI, Cabell's și SCOPUS (cf. http://anale.steconomiceuradea.ro), disponibil online la adresa: http://steconomice.uradea.ro/anale/volume/2009/v4-management-and-marketing.pdf</p> <p>18. Matei N.-C., Tole M., Stoica I., "Flexible budgets – a challenge for romanian companies in the field of transportation and distribution of thermal energy", prezentat la Conferința Internațională organizată de Facultatea de Științe Economice, Universitatea din Oradea, 29-30 mai 2009, Analele Universității din Oradea, seria Științe Economice, TOM XVIII, 2009, Vol. IV, Management, Marketing and Informatics, Conferință ISI Proceedings, JEL classification: M31, ISSN 1582-5450, http://steconomice.uradea.ro/anale/volume/2009/v4-management-and-marketing.pdf</p>	6	2	3
					6	4	1,5
					6	3	2

Domeniul activităților	Tipul activităților	Categorii și restricții	Subcategori	Articol / dovada publicării	Punctajul acordat (pi)	Numărul de autori ai publicației (ai)	Punctaj obținut p/ai
				19. Orzan, Gheorghe, Stoica, Ivona , <i>Online Methods Used in Marketing Research</i> , articol apărut în Revista Economică, revista B+ (cod CNCISIS 478), vol. 57, nr. 4, pp. 299 – 305, ISSN: 1582-6260, indexată în RePEc, Ulrich's, DOAJ, EBSCO, mai 2011, http://economie.ulbsibiu.ro/revista.economica/archi/ve/RE%204-57-2011.pdf ;	6	2	3
				20. Stoica, Ivona <i>Specific tools in Online Marketing Research</i> , articol apărut în Revista Economică, Code NURC 478, cotată de CNCISIS la categoria B +, ISSN: 1582-6260, mai 2011, Sibiu, indexată BDI: RePEc, Ulrich's Periodicals Directory, DOAJ - Directory of Open Access Journals, pp. 305-311, http://economie.ulbsibiu.ro/revista.economica/archi/ve/RE%204-57-2011.pdf ;	6	1	6
				21. Stoica, Ivona , Dumitru N.-R., Munthiu M.-C., <i>Implications and opportunities of online advertising for increasing the romanian marketing work market. Case study: online advertising regarding job marketing promotion</i> , 19th International Economic Conference - IFCS 2012, Revista Economică, Code NURC 478, cotată de CNCISIS la categoria B +, Universitatea "Lucian Blaga" din Sibiu, 15 Iunie, Sibiu, 2012, volum 3, 2012, indexată BDI: RePEc, Ulrich's Periodicals Directory, DOAJ - Directory of Open Access Journals, ISSN: 1582-6260, http://economie.ulbsibiu.ro/revista.economica/archi/ve/suplimente/Volume3-2012.pdf ;	6	3	2
				22. Rădulescu V., Voșloban, R.-I., Stoica, Ivona , <i>Leading Employees Through Change – The Role Of Internal Marketing</i> , Revista Economică, Journal of Economic-Financial theory and practice, Sibiu, 2013, indexată BDI – RePEc, DOAJ, EBSCO, UlrichWeb, ISSN: 1582-6260, pp. 94-103, http://economie.ulbsibiu.ro/revista.economica/archi	6	3	2

Domeniul activităților	Tipul activităților	Categorii și restricții	Subcategorii	Articol / dovada publicării	Punctajul acordat (pi)	Numărul de autori ai publicației (ai)	Punctaj obținut p/ai
				<p>Articol / dovada publicării</p> <p>ve/65309radulescu&vosloban&stoica.pdf;</p> <p>23. Stoica, Ivona, Orzan, O.-A., Dobrescu, A., Constantin, D., User Satisfaction Of Medical Educational Services, Annales Universitatis Apulensis: Series Oeconomica Vol. 16/Nr.1/2014/ pp. 221-228, ISSN 1454-9409, http://www.oeconomica.uab.ro/upload/lucrari/1620141/20.pdf, Research Papers in Economics (RePEc), ProQuest, EconLit, EBSCO, IndexCopernicus, Directory of Open Access Journals (DOAJ), Cabell's Directory of Publishing Opportunities, Ulrich's, Genamics JournalSeek, Open J-Gate;</p> <p>24. Stoica, Ivona, Radu, A.-C., Dobrescu, A., Orzan, O.-A., Modeling User Satisfaction Of Medical Educational Services, Annales Universitatis Apulensis: Series Oeconomica, Vol. 16/Nr.1/2014/ pp. 229-238, ISSN 1454-9409, http://www.oeconomica.uab.ro/upload/lucrari/1620141/21.pdf, Research Papers in Economics (RePEc), ProQuest, EconLit, EBSCO, IndexCopernicus, Directory of Open Access Journals (DOAJ), Cabell's Directory of Publishing Opportunities, Ulrich's, Genamics JournalSeek, Open J-Gate;</p> <p>25. Stoica, I., Orzan, G. și Orzan, Mihai, Marketing Expert Systems, International Journal of Arts & Sciences, No.4(22), lucrare prezentată la Proud Home Of Harvard University, p.233-240, decembrie 2009, ISSN: 1944-6934, revistă indexată BDI: ERA, ProQuest, WorldCat, Genamics, Ulrich's, Cabell's și Google Scholar (cf. http://internationaljournal.org/) – vezi ANEXA I – Articol publicat</p>	6	4	1,5
					6	4	1,5
					6	3	2

Domeniul activităților	Tipul activităților	Categorii și restricții	Subcategori	Articol / dovada publicării	Punctajul acordat (pi)	Numărul de autori ai publicației (ai)	Punctaj obținut pi/ai
		2.1.3. Articole / studii publicare în volumele conferințelor indexate ISI Proceedings sau internațional e desfășurate în țară sau străinătate (cu ISSN sau ISBN)		<p>1. Stoica, Ivona, Tașcu, A.-V., Mitrică (Pădure), C., Marketing promotion impact of eco-friendly products over the consumers' buying behavior. a quantitative research, Proceedings of the International U.A.B. – B.EN.A. Conference, Environmental Engineering and Sustainable Development, Alba Iulia, 25- 27 Mai, 2017, ISSN – 2457-2829; http://www.uab.ro/upload/227_CONFERENCE%20%20PROGRAM_24mai.pdf</p> <p>2. Orzan, M., Stoica, Ivona, Boboc, A.-L., Bucur (Manea), L.-E., Caranica, C., <i>New trends in e-learning using online marketing tools</i>, The 13th eLearning and Software for Education Conference - eLSE 2017-organized by the Romanian Advanced Distributed Learning Association, Bucharest, April 27 th -28th, 2017, Proceedings of The 13th eLearning and Software for Education Conference Could technology support learning efficiency? ISSN 2360 - 2198 / ISSN-L 2360 - 2198, http://proceedings.elseconference.eu/index.php?i=sil&index&year=2017&index=papers&vol=2&paper=i8f1c5d363d31c1ee542bf72db6f50b, ISI Web of Science, C.E.E.O.L., EBSCO, ProQuest, Conferință ISI Proceedings;</p> <p>3. BOBOC, A.-L., ORZAN, Gh., Stoica, Ivona, Radu, A.-C., <i>Neuromarketing based online marketing research: critical review and future practice</i>, A 28-a Conferință Internațională IBIMA, 9-10 Noiembrie 2016, Sevilla, Spania, The 28th IBIMA conference on Vision 2020: Innovation Management, Development Sustainability, and Competitive Economic Growth, ISBN: 978-0-9860419-4-5, 28th IBIMA Conference Proceedings updated (Size 157 MB).pdf, pp. 3917-3923, indexată ISI Web of Science, Scopus, Cabell's Directory , DOAJ, EBSCO, ERA, J-Gate, ProQuest, Conferință</p>	4	3	1,33
					4	5	0,80
					4	4	1,00

Domeniul activităților	Tipul activităților	Categorii și restricții	Subcategoriile	Articol / dovada publicării	Punctajul acordat (pi)	Numărul de autori ai publicației (ai)	Punctaj obținut pi/ai
				<p>ISI Proceedings, vezi ANEXA 5;</p> <p>4. Ioanăș, E., Smedescu, D.-A., Stoica Ivona, Orzan, M.-C., Does `country of origin` effect apply to online shopping? – An exploratory research, A 28-a Conferință Internațională IBIMA, 9-10 Noiembrie 2016, Sevilla, Spania, The 28th IBIMA conference on Vision 2020: Innovation Management, Development Sustainability, and Competitive Economic Growth, ISBN: 978-0-9860419-4-5, 28th IBIMA Conference Proceedings updated (Size 157 MB).pdf, pp. 3932-3940, indexată ISI Web of Science, Scopus, Cabell's Directory , DOAJ, EBSCO, ERA, J-Gate, ProQuest, Conferință ISI Proceedings, vezi ANEXA 5;</p> <p>5. Caranica, C., Stoica, Ivona, <i>A micro analysis by adoption of steps to continuous audit missions for financial implementation of EU funded projects in Romania</i>, A 27-a Conferință Internațională IBIMA, 4-5 Mai 2016, Milano, Italia, The 27th IBIMA conference on Vision 2020: Innovation Management, Development Sustainability, and Competitive Economic Growth, ISBN: 978-0-9860419-4-5, https://drive.google.com/open?id=0BwdUaUgznN9n_dzI5REIzb1NYaEk, pp. 2760-2770, indexată ISI Web of Science, Scopus, Cabell's Directory , DOAJ, EBSCO, ERA, J-Gate, ProQuest, Conferință ISI Proceedings, vezi ANEXA 6;</p> <p>6. Tașcu, A.-V., Popescu, M., Stoica, Ivona, <i>The Role of European Funds in Romania for the Development of Tourist Accommodation Infrastructure</i>, A 27-a Conferință Internațională IBIMA, 4-5 Mai 2016, Milano, Italia, Innovation Management and Education Excellence Vision 2020: from Regional Development Sustainability to Global Economic Growth, Proceedings of The 27th International Business Information</p>	4	4	1,00
					4	2	2,00
					4	3	1,33

Domeniul activităților	Tipul activităților	Categoriile și restricțiile	Subcategoriile	Articol / dovada publicării	Punctajul acordat (pi)	Numărul de autori ai publicației (ai)	Punctajul obținut p/ai
				<p>Management Association Conference/2015/ ISBN: 978-0-9860419-4-5, ISI Proceedings indexat in ISI Web of Science, Scopus, Cabell's Directory, DOAJ, EBSCO, ERA, J-Gate, ProQuest, WorldCat, https://drive.google.com/open?id=0BwdUaUgzaN9ndz15RE1zb1NYaEk, vezi ANEXA 6;</p> <p>7. Dobrescu A-I., Radu A-C., Stoica, Ivona, Orzan, M., <i>Quantitative Research regarding Internet Usage and its Influence on Young People Behavior. A Case Study of Romanian Students</i>; A 25-a Conferință Internațională IBIMA, 7-8 May 2015, Amsterdam, Olanda, Innovation Vision 2020: from Regional Development Sustainability to Global Economic Growth Proceedings of The 25th International Business Information Management Association Conference/2015/ ISBN: 978-0-9860419-4-5, http://www.ibima.org/NI.2015/papers.html, indexată ISI Web of Science, Scopus, Cabell's Directory, DOAJ, EBSCO, ERA, J-Gate, ProQuest, Conferință ISI Proceedings, vezi ANEXA 7;</p> <p>8. Radu A-C., Dobrescu A-I., Orzan, Gh., Stoica, Ivona, <i>Ways to Improve the Activity Carried Out to Access Tourism European Funds, A 25-a Conferință Internațională IBIMA</i>, 7-8 May 2015, Amsterdam, Olanda, Innovation Vision 2020: from Regional Development Sustainability to Global Economic Growth, Proceedings of http://www.ibima.org/NI.2015/papers.html, The 25th International Business Information Management Association Conference/2015/ ISBN: 978-0-9860419-4-5, indexată ISI Web of Science, Scopus, Cabell's Directory, DOAJ, EBSCO, ERA, J-Gate, ProQuest, Conferință ISI Proceedings, vezi ANEXA 7;</p>	4	4	1,00

Domeniul activităților	Tipul activităților	Categoriile și restricții	Subcategoriile	Articol / dovada publicării	Punctajul acordat (pi)	Numărul de autori și publicației (ai)	Punctaj obținut p/ai
				<p>9. Stoica, Ivona, Tașcu A.-V., <i>Advantages and Disadvantages between Neuromarketing Type Research and Quantitative Marketing Research</i>, A 25-a Conferință Internațională IBIMA, 7-8 May 2015, Amsterdam, Olanda, Innovation Vision 2020: from Regional Development Sustainability to Global Economic Growth, Proceedings of The 25th International Business Information Management Association Conference/2015/ ISBN: 978-0-9860419-4-5, http://www.ibima.org/NL2015/papers.htm, indexată ISI Web of Science, Scopus, Cabell's Directory, DOAJ, EBSCO, ERA, J-Gate, ProQuest, Conferință ISI Proceedings, vezi ANEXA 7;</p> <p>10. Dobrescu A-I., Radu A-C., Stoica, Ivona, Orzan, M. <i>Quantitative research regarding Facebook influence over the behavior of students</i>, The 11th eLearning and Software for Education Conference - eLSE 2015-organized by the Romanian Advanced Distributed Learning Association, Bucharest, April 23 th -24th, 2015, Proceedings of The 11th eLearning and Software for Education Conference Rethinking Education by leveraging the eLearning pillar of the Digital Agenda for Europe/2015/ ISSN 2360-2198/ISSN-L 2360-2198, http://proceedings.elseconference.eu/index.php?r=sit&index&year=2015&index=papers&vol=18&paper=585e0c0728555e126e7af85e08b8391f. ISI Web of Science C.E.E.O.L., EBSCO, ProQuest, Conferință ISI Proceedings;</p> <p>11. Orzan, Gh. Radu, A.-C. Dobrescu, A. Stoica, Ivona, <i>Identifying factors which influence user satisfaction in using services of entrepreneurship and professional training. developed by the European Union funded projects</i>, The 10th eLearning and Software for Education Conference - eLSE 2014-organized by the Romanian Advanced</p>	4	2	2
					4	4	1
					4	4	1

Domeniul activităților	Tipul activităților	Categorii și restricții	Subcategori	Articol / dovada publicării	Punctajul acordat (pt)	Numărul de autori ai publicației (af)	Punctaj obținut pt/ai
				<p>Distributed Learning Association, Bucharest, April 23 th -24th, 2015, Proceedings of The 10th eLearning and Software for Education Conference Rethinking Education by leveraging the eLearning pillar of the Digital Agenda for Europe/2015/ ISSN 2360-2198/ISSN-L 2360-2198/ pp. 496-503, http://search.proquest.com/openview/dbaf3607ac3fc7092eebf08ed9d8d0271?pq-origsite=scholar, indexată ISI Web of Science C.E.E.O.L., EBSCO, ProQuest, Conferință ISI Proceedings;</p> <p>12. Orzan, M., Dobrescu, A., Radu, A.-C., Stoica, Ivona, Student perception regarding the deployment of online courses in higher education institutions, The 10th eLearning and Software for Education Conference - eLSE 2014-organized by the Romanian Advanced Distributed Learning Association, Bucharest, April 23 th -24th, 2015, Proceedings of The 10th eLearning and Software for Education Conference Rethinking Education by leveraging the eLearning pillar of the Digital Agenda for Europe/2015/ ISSN 2360-2198/ISSN-L 2360-2198/ pp. 496-503, http://search.proquest.com/openview/15b3ed6a25c1257a5a67c39141a942221?pq-origsite=scholar, indexată ISI Web of Science C.E.E.O.L., EBSCO, ProQuest, Conferință ISI Proceedings;</p> <p>13. Macovei, O. I., Stoica, Ivona, Forecasting Conceptual Model Regarding the Growth Rate of Online Businesses among Romanian Companies, The Eleventh International Conference on Informatics in Economy, Education, Research & Business Technologies, ISI Proceedings, Academia de Studii Economice din București, Facultatea de Informatică Economică, 10-11 May, Bucharest, 2012, indexată în ISI Web of Knowledge, Conferință ISI Proceedings, vezi ANEXA 3;</p>	4	4	1
					4	2	2

Domeniul activităților	Tipul activităților	Categorii și restricții	Subcategoriile	Articol / dovada publicării	Punctajul acordat (pi)	Numărul de autori ai publicației (si)	Punctaj obținut p/al
				<p>14. Iconaru Claudia, Macovei Octav-Ionuț, Ivona Stoica – <i>Câștigarea unui avantaj competitiv prin poziționarea în motoarele de căutare: O analiză a tehnicilor de optimizare în motoarele de căutare utilizate de comercianții online</i>, Journal of Online Marketing, vol. 5, Nr. 4, pp. 3-20, 2011, ISSN 1843-0678, indexed in international databases: REPEC, DOAJ, available online at: 15. http://www.ediuraunus.ro/marketing-online/54/pdf/1.pdf</p> <p>16. Cătoi, Iacob, Negricea, Iliuță-Costel, Stoica, Ivona, Niculescu-Ciocan, Cristina, Orzan, Mihai, <i>Using e-learning platforms for employees who consider career reorientation under the context of financial crisis</i>, International Conference Business Excellence 2009 – Universitatea Transilvania, Brașov, 16 octombrie 2009, ISBN 978-973-1747-10-1, ISI Web of Knowledge, Brașov, Conferință ISI Proceedings, vezi ANEXA 2.</p> <p>17. Stoica, Ivona, Negricea, Iliuță-Costel, Edu Tudor, Munthiu Maria-Cristiana, Velicu Bogdan-Călin, <i>Blog's effect as online marketing instrument on consumer behavior</i>, a 7-a ediție a International Conference on Business Excellence 2012, publicată în Business Excellence Challenges during the economic crisis, vol. 2, 12-13 oct. 2012, Universitatea Transilvania, Brașov, ISBN: 978-606-19-0104-3, indexată în ISI Web of Knowledge, Conferință ISI Proceedings, vezi ANEXA 4;</p> <p>18. Munthiu, Maria-Cristiana, Velicu, Bogdan, Draghici, Mircea, Stoica, Ivona, Online consumer behavior tendencies triggered by extensive usage of social networks, a 7-a ediție a International Conference on Business Excellence 2012, publicată în Business Excellence Challenges during the</p>	4	3	1,33
					4	5	0,80
					4	5	0,80
					4	4	1

Domeniul activităților	Tipul activităților	Categorii și restricții	Subcategori	Articol / dovada publicării	Punctajul acordat (pt)	Numărul de autori ai publicației (af)	Punctaj obținut pt/ai
				<p>economic crisis, vol. 2, 12-13 oct. 2012, Universitatea Transilvania, Brașov, ISBN: 978-606-19-0104-3, indexată în ISI Web of Knowledge Conferință ISI Proceedings, vezi ANEXA 4;</p> <p>19. Balaure, Virgil, Neagoe, C., Stoica, Ivona <i>The role of integrated marketing communication in building and maintaining the capital of a global brand</i>, prezentat la ediția a 16-a International Economic Conference – IECs 2009, Industrial revolutions, from the globalization and post-globalization perspective, vol. III: Marketing, Commerce and Tourism and a new paradigm of change, Sibiu, 7-8 Mai 2009, ISBN 978-973-739-775-1, indexată în ISI Web of Knowledge, Conferință ISI Proceedings, http://iecs.ulbsibiu.ro/archive/2009/SECTION%20III%202009.pdf, http://iecs.ulbsibiu.ro/archive/volum2009.pdf;</p> <p>20. Orzan, G., Stoica Ivona, Neagoe C., Orzan, M., <i>Online marketing research in the global information society</i>, prezentat la ediția a 16-a International Economic Conference – IECs 2009, Industrial revolutions, from the globalization and post-globalization perspective, vol. III: Marketing, Commerce and Tourism and a new paradigm of change, Sibiu, 7-8 Mai 2009, ISBN 978-973-739-775-1, indexată în ISI Web of Knowledge, Conferință ISI Proceedings, http://iecs.ulbsibiu.ro/archive/2009/SECTION%20III%202009.pdf, http://iecs.ulbsibiu.ro/archive/volum2009.pdf;</p> <p>21. Stoica, Ivona, Negricca, C.-I., Edu T., <i>Using blogs as elearning tools by the professional community in Romania</i>, FI:SE 2014, Leveraging technology for learning, vol. II, 2012, pp. 403-408, indexat în ISI Web of Knowledge, București, pp.</p>	4	3	1,33
					4	4	1
					4	3	1,33

Domeniul activităților	Tipul activităților	Categoriile și restricțiile	Subcategoriile	Articol / dovada publicării	Punctajul acordat (pi)	Numărul de autori ai publicației (ai)	Punctaj obținut p/ai
	2.3. Granturi/proiecte câștigate prin competiție		2.3.1.2. naționale	<p>541-548, ISSN 2066-026X, Conferință ISI Proceedings, http://proceedings.elseconference.eu/index.php?r=site/index&year=2012&index=papers&vol=2&paper=8e99b07133426b530d7438d5b4d0b2a7 ;</p> <p>22. Stoica, Ivona, Vâlceanu, G.-L., <i>The Impact of E-Learning Platforms in Higher Education</i>, the 9th eLearning and Software for Education Conference - eLSE 2013, 25-26 aprilie 2013, indexat în ISI Web of Knowledge, pp. 258-263, ISSN 2066-026X, Conferință ISI Proceedings, http://proceedings.elseconference.com/index.php?r=site/index&year=2013&index=papers&vol=4&paper=9aa751e181ed0e4077a8c3feb22fc11;</p> <p>23. Stoica, Ivona, Vâlceanu, G.-L., <i>Scientific Research Regarding Utility of Elearning Platforms in Romanian Business Environment</i>, the 9th eLearning and Software for Education Conference - eLSE 2013, 25-26 aprilie 2013, indexat în ISI Web of Knowledge, 25-26 aprilie 2013, pp.35-40, ISSN 2066-026X, Conferință ISI Proceedings, http://proceedings.elseconference.com/index.php?r=site/index&year=2013&index=papers&vol=3&paper=6b47a39fb111edf4de08e8a40b433e85.</p>	4	2	2
		2.3.1. Director responsabil		<p>1. Ivona Stoica (director de proiect), Academia de Studii Economice (prin Școala Doctorală - Instituție Organizatoare de Studii Doctorale - I.O.S.U.D.) - instituție coordonatoare, grant obținut prin competiție și am derulat un grant de cercetare finanțat prin programul POSDRU/6/1.5/S/11, prin intermediul Fondului Social European cu Programul Operațional Sectorial Dezvoltarea Resurselor Umane 2007-2013, perioada de derulare 3 ani (2008-2011), valoarea contractată 66.600 RON, vezi ANEXA 8</p>	10	1	10



Domeniul activităților	Tipul activităților	Categorii și restricții	Subcategori	Articol / dovada publicării	Punctajul acordat (pi)	Numărul de autori ai publicației (ai)	Punctaj obținut p/ai
				<p>2. Ivona Stoica (Director de Proiect) – grant obținut prin competiție și am derulat un grant de cercetare în proiectul "Rute de Excelență Academică în Cercetarea Doctorală și Postdoctorală" (READ), proiect cofinanțat din Fondul Social European prin Programul Operațional Sectorial –Dezvoltarea Resurselor Umane 2007-2013 (POS-DRU)- POSDRU/159/1.5/S/137926 Valoare totală 51.800 Ron http://www.acad.ro/anunturi2014/burse/doc/ID137926/Anunt_Postdoci.pdf , http://www.acad.ro/anunturi2014/burse/doc/ID137926/Rezultate_Etapa2_postdoctoranzi.pdf , vezi ANEXA 9</p> <p>„Dezvoltarea spiritului antreprenorial și a competențelor manageriale ale studenților și tinerilor întreprinzători pentru a genera un număr crescut de afaceri (BizStart)", ID 150300. Manager de proiect – Mihai Orzan, perioada de derulare 2014-2015</p> <p>„Promovarea competențelor și inițiativelor antreprenoriale pentru inițierea de afaceri sustenabile și competitive pe piața europeană - SMART START", POSDRU / 176 / 3.1 / S / 150689, Manager de proiect Mihai Orzan, perioada de derulare 2014-2015</p> <p>„Dezvoltarea spiritului antreprenorial și a competențelor manageriale pentru a genera un număr crescut de afaceri - NewBiz", 150300, Manager de proiect Gheorghe Orzan, perioada de derulare 2014-2015</p> <p>Gheorghe Orzan, (director de proiect), Ivona Stoica – membrii al echipei de proiect Academia de Studii Economice din București (instituție coordonatoare).</p>	10	1	10
		2.3.2. Membru în echipă naționale			5	1	5
					5	1	5
					5	1	5

Domeniul activităților	Tipul activităților	Categoriile și restricții	Subcategorii	Articol / dovada publicării	Punctajul acordat (pi)	Numărul de autori ai publicației (ai)	Punctaj obținut pi/ai
				<p>parteneri: UBB Cluj-Napoca, Universitatea Bacău, Universitatea Valahia Târgoviște, Universitatea Româno – Americană, ITC, IPA, „Cercetarea și dezvoltarea unei platforme interactive, multidisciplinare și complexe pentru îmbunătățirea sistemului educațional de marketing prin interconectarea mediului universitar cu piața muncii din România, în contextul dezvoltării durabile”, Contract CNMP din Planul Național de Cercetare Dezvoltare și Inovare – PNCDI 2, Programe de cercetare exploratorie, Grant CNMP, Program 4 Parteneriate, Cod CNMP 3306, contract 92103/01.10.2008 - 2011 (Mod de obținere: competiție, Perioada de derulare: trei ani).</p> <p>Iacob Cătoiu (director de proiect), Gheorghe Orzan (director științific), Ivona Stoica – membru al echipei de proiect, Academia de Studii Economice din București (instituție coordonatoare), parteneri: UBB Cluj Napoca, Universitatea de Vest Timișoara, UBB Cluj-Napoca, Universitatea “Lucian Blaga” Sibiu, IPA, „Cercetări privind realizarea unui sistem integral complex de diseminare a rezultatelor cercetării științifice la nivel național pentru promovarea și susținerea educației privind respectarea drepturilor de proprietate intelectuală”, Contract CNMP din Planul Național de Cercetare Dezvoltare și Inovare – PNCDI 2, Programe de cercetare exploratorie, Grant CNMP, Program 4 Parteneriate, Cod CNMP 3306, contract 92102/01.10.2008 (Mod de obținere: competiție, Perioada de derulare: trei ani).</p> <p>Horățiu Boloșiu (director de proiect) Proiect POSDRU/81/3.2./S/55648, Ivona Stoica, membru în echipa de proiect – “Formare profesională pentru implementarea noilor tehnologii în sistemul de sănătate”. Asociația Medicală Română prin Societatea Română de Reumatologie, finanțat prin</p>	5	1	5
					5	1	5

Domeniul activităților	Tipul activităților	Categorii și restricții	Subcategori	Articol / dovada publicării	Punctajul acordat (pi)	Numărul de autori ai publicației (ai)	Punctaj obținut pt/ai
				Program Operațional Sectorial Dezvoltarea Resurselor Umane 2007-2013 finanțat de Ministerul Muncii, Familiei și Protecției Sociale, Direcției Generale Autoritatea de Management – AMPOSDRU, perioada 2010-2013, valoarea contractată 2 094 043,00 RON			
TOTAL ACTIVITATE DE CERCETARE (A2)							159,11



Domeniul activităților	Tipul activităților	Categorii și restricții	Subcategoriile	Articol / dovada publicării	Punctajul acordat (pi)	Pondere aferentă (ki)	Punctaj obținut (pi*ki)
RECUNOAȘTEREA ȘI IMPACTUL ACTIVITĂȚII (A3)							
Recunoașterea și impactul activității (A3)	3.1. Citări ale publicațiilor candidatului în cărți și reviste ISI/BDI	3.1.1. Citări în reviste ISI și BDI	3.1.1.3. Citări în revistă ISI cu factor de impact >0 sau indexată BDI	<p>Ci1. Ioanăș, E., Stoica, Ivona, <i>Social media and its impact on consumers behavior</i>, International Journal of Economic Practices and Theories, Vol. 4/Nr. 2/2014/ pp. 295-303, ISSN 2247 – 7225, http://www.ijept.org/index.php/ijept/article/view/Social_Media_and_its_Impact_on_Consumers_Behavior, Index Copernicus, Open J-Gate, DOAJ (pending), WorldCat, RePEc, EconPapers, Journal TOCs, New Jour, IDEAS, Cabells's, Google Scholar, Open Archives, Science Central, OCLC, BASE, PDF Cast, Scribd, Iseek, Microsoft Academic Search, Academic Index, PKP Open Archives Harvester</p> <p>Ci1.1 Suppawong Tuarob și Conrad S. Tucker, 2015. <i>Quantifying Product Favorability and Extrating Notable Product Features Using Large Scale Social Media Data</i>, JCISE - Journal of Computing and Information Science in Engineering, sept. 2015, vol. 15, pp. 1-12, http://www.engr.psu.edu/datalab/Docs/Tuarob_Tucker_JCISE_15.pdf.</p> <p>Ci1.2 Sachin Gupta, Sumit Chaturvedi, Devendra Singh Hada, 2014. <i>Effect of Social Networking Site on Apparels Buying Behaviour in Jaipur City with Special Reference of Facebook</i>, The International Journal of Business & Management, oct. 2014, Vol 2 Issue 10, pp. 52-57,</p>	45	2	45*2=90

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	<p>Ci6.1 Andreas Fruth, Gheorghe Orzan, Monica Nicoleta Neacșu, Andra Ileana Dobrescu, Anamaria Cătălina Radu, Assessing The Enterprise Resource Planning Software Effectiveness From The Customers Point Of View. Case Study: Power Account, Proceedings of the 9th International Conference Accounting and Management Information Systems AMIS 2014 pp. 63-78, https://www.researchgate.net/profile/Laura_Brad/publication/266746928_Evidence_of_no_difference_between_the_value_of_discretionary_accruals_computed_using_the_Romanian_Accounting_Standard</p>			

				<p>s. and the International Financial Reporting Standards/links/543b943f0cf204cab1db0c13.pdf#page=64 .</p> <p>Ci6.2 Edu Tudor, Costel-Iliuta Negricea, Daniela Stoica, Using Blogs As eLearning Tools By The Professional Communities In Romania, Conference proceedings of »eLearning and Software for Education« (eLSE), Editura Universității Naționale de Apărare „Carol I”, 2012, Issue No: 2, pp. 541-547, https://www.eeool.com/search/article-detail?id=203552 .</p>	2	1	2
				<p>Ci7 Andra-Victoria, Radu, A.-V., Tașcu, Stoica, Ivona, A.-C., Radu, Purcarea Victor <i>Online instruments used in pharmaceutical marketing</i>, Farmacia, Volum nr. 2, in curs de aparitie in 2017, indexat ISI Web of Science, Factor de impact în 2015=1.162, ISSN: 0014-8237, în curs de publicare, ISI Web of Science, Scopus, Elsevier, http://www.revistafarmacia.ro/201702/art-25-Radu_Tascu_Purcarea_317-322.pdf .</p> <p>Ci7.1 Afonso Miguel das Neves Cavaco , Evelyn Schaafsma, Burcu Kucuk Bicer, Bilge Sozen Sahne, Daisy Volmer, Gulbin Ozcelikay, Janis Kurlovics, Nora Krauja, Maarten Postma, Selen Yegenoglu, Internet and Computer Use Amongst European Pharmacy Undergraduates: Exploring Similarities and Differences, 2017, Revista Farmacia, Vol 65,3, Bucuresti, https://www.researchgate.net/profile/Afo</p>	2	1	2



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<p>Ci8 Orzan, Gh., Ioanăș, E., Radu, A. – C., Stoica, Ivona, Popescu, M., <i>Conceptual model regarding security and protection consumers' rights in the online environment</i>, Journal of Economic Computation and Economic Cybernetics Studies and Research, Volume 49, Number 1/2015, pp. 129-146, Factor de impact= 0.406, ISSN 1842-3264, http://www.ecocvb.ase.ro/nr20151/CONTENT_S20151.pdf, http://www.ecocvb.ase.ro/nr20151/08%20-%20Orzan%20Gheorghe.%20%20Ivona%20Stoica%20%28T%29.pdf</p>			
<p>Ci8.1 Ferreira Ana Sofia Fernandes, O comportamento do consumidor feminino na compra online de vestuário, IPAM - Porto - Dissertação de Mestrado, http://comum.rcaap.pt/handle/10400.26/18165.</p>			
<p>Ci9 Stoica, Ivona, Orzan, Gh., Dobrescu, A-I, Radu, A.-C., <i>Online Marketing Communication Using Websites. A Case Study of Website Utility in Accessing European Funds in the Tourism Field Regarding Northeastern Romania</i>, Procedia Economics and Finance, Vol. 23/2015, ISSN: 2212-5671, http://www.sciencedirect.com/science/article/pii</p>	2	1	2

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<p>http://economics.ulbsibiu.ro/revista.economica/archive/65309radulescu&yosloban&stoica.pdf ;</p>	<p>Ci11.1 Maziriri Eugene Tafadzwa, <i>The influence of perceived social risk and buying behaviour on apparel store choice decision among generation Y female students within the Sedibeng district</i>, Vaal University of Technology, 2016, http://digiresearch.vut.ac.za/handle/10352/336.</p>		2	1	2
	<p>Ci12 Stoica, Ivona, Vâlceanu, G.-L., <i>The Impact of E-Learning Platforms in Higher Education</i>, the 9th eLearning and Software for Education Conference - eLSE 2013, 25-26 aprilie 2013, indexată în ISI Web of Knowledge, ISSN 2066-026X, pp. 258-263, http://proceedings.elseconference.com/index.php?site/index&year=2013&index=papers&vol=3&paper=6b47a39fb11edfade08e8a40b433c85.</p>				
	<p>Ci12.1 Tatjana Vasiljeva, <i>Factors Influencing Strategic Use Of Webbased Platform and Its Impact On Education At University</i>, SIE Proceedings of the International Scientific Conference, 2014, Vol 2, 356-366, http://journals.rta.lv/index.php/SIE/article/view/655</p>		2	1	2
	<p>Ci13 Dumitru N.-R., STOICA Ivona, Negricea, C.-I., <i>Customer Relationship Management – a major element of the business company's strategy</i>, revista "Holistic Marketing Management", Facultatea de Management-Marketing, Universitatea Româno-Americană București, Volume 3,</p>				

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<p>Ci14 Stoica, Ivona, Orzan, Gh., Dobrescu, A., Radu, A.-C., Popescu, M., <i>Websites comparison analysis of projects funded from regional operational program destined to the regions of development in Romania West Central</i>, Annales Universitatis Apulensis: Series Oeconomica, Vol. 16/Nr.2/2014/ pp. 318-323, ISSN 1454-9409, http://www.oeconomica.uab.ro/upload/lucrari/1620142/30.pdf</p>	<p>2</p>	<p>1</p>	<p>2</p>
<p>Ci14.1 Bran Constantin, Militaru Gheorghe, Ionescu Sorin, <i>Cybermarketing, a Key Driver for the Improvement of Flexibility in the Sales Process of a Company</i>, International Conference on Management and Industrial Engineering; Bucharest Vol 7, pp. 91-102, Niculescu Publishing House, 2015, https://search.proquest.com/openview/482681b2532135fbef42dac2dd5400bc/1?pq-origsite=gscholar&cbl=2032215.</p>	<p>2</p>	<p>1</p>	<p>2</p>
<p>Total citări</p>	<p>128</p>	<p></p>	<p></p>

	<p>3.3. Membru în colectivele de redacție sau comitete științifice al revistelor și manifestări lor științifice, organizator de manifestări științifice/Recenzor pentru reviste și manifestări științifice naționale și internaționale indexate ISI</p>	<p>3.3. Membru în colectivele de redacție sau comitete științifice al revistelor</p>	<p>3.3.1. ISI</p>	<p>Membru și recenzor în comitetul de redacție al conferinței ISI Proceedings IBIMA, indexată în <i>The Thomson Reuters ISI Index to Scientific and Technical Proceedings® (ISTP®)</i>, <i>The Thomson Reuters ISI Index to Social Sciences & Humanities Proceedings® (ISSHP®)</i>, <i>The Thomson Reuters ISI Index to Social Sciences & Humanities Proceedings (ISSHP/ISI Proceedings)</i>, Scopus, din 2013 – 2017,</p> <p>1. Dovada membru în cea de-a 22 –a Conferință IBIMA 2013 http://ibima.org/conference/22nd-ibima-conference/#ffs-tabbed-13</p> <p>2. Dovada membru în cea de-a 24 –a Conferință IBIMA 2014 http://ibima.org/conference/24th-ibima-conference/#ffs-tabbed-13</p> <p>3. Dovada membru în cea de-a 25 –a Conferință IBIMA 2015 http://ibima.org/conference/25th-ibima-conference/#ffs-tabbed-13</p> <p>4. Dovada membru în cea de-a 30 –a Conferință IBIMA 2017 http://ibima.org/conference/30th-ibima-conference/#ffs-tabbed-13</p> <p>5. Membru și recenzor în Comitetul Științific al Conferinței Internaționale ISI Proceedings ELSE indexată ISI Thompson - eLearning and Software for Education Conference, organizată de Universitatea Națională de Apărare "Carol I" http://www.elseconference.eu/pages/reviewers?member=81</p> <p>6. Recenzor la Jurnalul EcoForum, indexat DOAJ și RePec, EBSCO, Ulrich din 2013, http://www.ecoforumjournal.ro/index.php/eco/about/displayMembership/7.</p> <p>7. Editor la jurnalul JadLet - Journal of Advanced</p>		
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	<p>Distributed Learning Technology, publicat de Romania Advanced Distributed Learning Partnership Lab din 2014, http://www.jadlet.com/index.php/jadlet/about/editorialTeam indexat EBSCO</p>	2	-	2
8.	<p>Editor la Revista de Marketing Online, indexată RePec, DOAJ din 2013, http://www.edituraoranus.ro/marketing-online/redactie.html</p>	2	-	2
9.	<p>Editor la Revista Holistica – Journal of Business and Public Administration http://edituraoranus.ro/holistica/editors/ din 2013</p>	2	-	2
3.4.	<p>Experiența de management și evaluare în cercetare și/sau învățământ</p>	<p>3.4.2. Director / membru de centru de cercetare/structuri/foruri de conducere/decisionale/deliberative prevăzute de legea 1 / 2011</p>	<p>3.4.2.1. Membru</p>	<p>1. Pe perioada anului 2008, am fost angajată în cadrul Universității Româno-Americane, în <i>Departamentul de Asigurare a Calității</i>, desfășurând activități de lucru cu proceduri de analiză și evaluare în învățământul superior a cadrelor didactice și studenților</p> <p>2. Pe perioada anului 2007, am fost angajată în cadrul Academiei de Studii Economice din București, în <i>Departamentul de Managementul Calității</i>, desfășurând activități de lucru cu proceduri de analiză și evaluare în învățământul superior a cadrelor didactice și studenților</p> <p>3. Membru în Consiliul Facultății de Marketing din cadrul Universității Creștine "Dimitrie Cantemir" din 2014-prezent</p> <p>4. Membru Evaluator de proiect la Ministerul Cercetării și Inovării din 2017 – UEFISCDI - https://www.brainmap.ro/index.php?&ddpN=4119</p>



				839235&we=e5969d5b7fe5626b5a849d20672caf4c&wf=dGFCall&wtok=919881058e683e209f3b67134773c270575818a7&wikps=FcpbCoIgfEEDRvcwCRGH0XEItr3ICLLoI9p7+ufhntgk5FO4Lm2XC CsYgmdNaHUA21N0JoFSPuLA7OJK-4datI2MQ9e7cRErrnKrrGF8QL7ke48quOe1'b+iveIOPh+&wchh=96b084856dhhdebf9a98367c44c72a0ce2a9ded	Total apartene nță	27
3.7 Membru în academi, organizați, asociații profesionale de prestigiu, naționale și internaționale, apartenență la organizații din domeniul educației și cercetării	3.6.4. Membru în asociații profesionale	3.6.4.1. Internațional 3.6.4.2. Naționale	1. Membru AMA (American Marketing Association) din 2012-2016 2. Membru CopyRo – Societatea de Gestiune colectivă a drepturilor de autor 3. Membru AROMAR – Asociația Română de Marketing 4. Membru CRD – Comitetul Român al Distribuției 5. Membru SSMAR – Societatea Științifică de Management din România		2 2 2	
TOTAL RECUNOAȘTEREA ȘI IMPACTUL ACTIVITĂȚII (A3)					161	

CENTRALIZATOR

Nr. crt.	Domeniul de activitate	Condiții minime (profesor)	Punctaj obținut
1.	Activitatea didactică / profesională (A1)	Minim 15 puncte	22
2.	Activitatea de cercetare (A2)	Minim 70 puncte	159,11
3.	Recunoașterea impactului activității (A3)	Minim 15 puncte	161
TOTAL			342,11
A1.1.1.2. Profesor: minim 3 cărți Minim 4 articole ISI			Realizat: 3 cărți
			Realizat: 5 articole în jurnale indexate ISI

20.09.2017

Conf. univ. dr. Ivona STOICA



Record 1 of 28**Title:** ONLINE INSTRUMENTS USED IN PHARMACEUTICAL MARKETING**Author(s):** Radu, AV (Radu, Andra-Victoria); Tascu, AV (Tascu, Alexandru Virgil); Stoica, I (Stoica, Ivona); Radu, AC (Radu, Anamaria Catalina); Purcarea, VL (Purcarea, Victor Lorin)**Source:** FARMACIA **Volume:** 65 **Issue:** 2 **Pages:** 317-322 **Published:** MAR-APR 2017**Times Cited in Web of Science Core Collection:** 1**Total Times Cited:** 1**Accession Number:** WOS:000400126800025**ISSN:** 0014-8237**eISSN:** 2065-0019

Record 2 of 28**Title:** USER SATISFACTION REGARDING HEALTHCARE EDUCATION SERVICES FINANCED THROUGH THE EUROPEAN SOCIAL FUND**Author(s):** Radu, AC (Radu, Anamaria-Catalina); Orzan, MC (Orzan, Mihai-Cristian); Ceptureanu, S (Ceptureanu, Sebastian); Stoica, I (Stoica, Ivona)**Source:** ECONOMIC COMPUTATION AND ECONOMIC CYBERNETICS STUDIES AND RESEARCH **Volume:** 51 **Issue:** 1 **Pages:** 89-102 **Published:** 2017**Times Cited in Web of Science Core Collection:** 0**Total Times Cited:** 0**Accession Number:** WOS:000398017300006**Author Identifiers:**

Author	ResearcherID Number	ORCID Number
Ceptureanu, Sebastian Ion	J-6069-2015	0000-0001-8849-7960

ISSN: 0424-267X**eISSN:** 1842-3264

Record 3 of 28**Title:** ONLINE DECISION PURCHASE PROCESS OF MEDICINES**Author(s):** Tascu, AV (Tascu, Alexandru Virgil); Radu, AV (Radu, Andra Victoria); Stoica, I (Stoica, Ivona); Dobrescu, A (Dobrescu, Andra)**Source:** FARMACIA **Volume:** 65 **Issue:** 1 **Pages:** 19-22 **Published:** JAN-FEB 2017**Times Cited in Web of Science Core Collection:** 0**Total Times Cited:** 0**Accession Number:** WOS:000394478400004

ISSN: 0014-8237

eISSN: 2065-0019

Record 4 of 28

Title: Neuromarketing Based Online Marketing Research: Critical Review and Future Practice

Author(s): Boboc, AL (Boboc, Andreea-Larisa); Orzan, G (Orzan, Gheorghe); Stoica, I (Stoica, Ivona); Radu, AC (Radu, Anamaria-Catalina)

Edited by: Soliman KS

Source: VISION 2020: INNOVATION MANAGEMENT, DEVELOPMENT SUSTAINABILITY, AND COMPETITIVE ECONOMIC GROWTH, 2016, VOLS I - VII **Pages:** 3917-3923 **Published:** 2016

Times Cited in Web of Science Core Collection: 0

Total Times Cited: 0

Accession Number: WOS:000392785700393

Conference Title: 28th International Business-Information-Management-Association Conference

Conference Date: NOV 09-10, 2016

Conference Location: Seville, SPAIN

ISBN: 978-0-9860419-8-3

Record 5 of 28

Title: Does 'Country of Origin' Effect apply to Online Shopping? - An Exploratory Research

Author(s): Ioanas, E (Ioanas, Elisabeta); Smedescu, DA (Smedescu, Dan Alexandru); Stoica, I (Stoica, Ivona); Orzan, MC (Orzan, Mihai-Cristian)

Edited by: Soliman KS

Source: VISION 2020: INNOVATION MANAGEMENT, DEVELOPMENT SUSTAINABILITY, AND COMPETITIVE ECONOMIC GROWTH, 2016, VOLS I - VII **Pages:** 3932-3940 **Published:** 2016

Times Cited in Web of Science Core Collection: 0

Total Times Cited: 0

Accession Number: WOS:000392785700395

Conference Title: 28th International Business-Information-Management-Association Conference

Conference Date: NOV 09-10, 2016

Conference Location: Seville, SPAIN

ISBN: 978-0-9860419-8-3

Record 6 of 28

Title: A Micro Analysis by Adoption of Steps to Continuous Audit Missions for Financial Implementation of EU Funded Projects in Romania

Author(s): Caranica, C (Caranica, Cristina); Stoica, I (Stoica, Ivona)

Edited by: Soliman KS

Source: INNOVATION MANAGEMENT AND EDUCATION EXCELLENCE VISION 2020: FROM REGIONAL DEVELOPMENT SUSTAINABILITY TO GLOBAL ECONOMIC GROWTH, VOLS I - VI **Pages:** 2760-2769 **Published:** 2016

Times Cited in Web of Science Core Collection: 0

Total Times Cited: 0

Accession Number: WOS:000381172301092

Conference Title: 27th International Business Information Management Association Conference

Conference Date: MAY 04-05, 2016

Conference Location: Milan, ITALY

ISBN: 978-0-9860419-6-9

Record 7 of 28

Title: The Role of European Funds in Romania for the Development of Tourist Accommodation Infrastructure

Author(s): Tascu, AV (Tascu, Alexandra Virgil); Popescu, M (Popescu, Manoela); Stoica, I (Stoica, Ivona)

Edited by: Soliman KS

Source: INNOVATION MANAGEMENT AND EDUCATION EXCELLENCE VISION 2020: FROM REGIONAL DEVELOPMENT SUSTAINABILITY TO GLOBAL ECONOMIC GROWTH, VOLS I - VI **Pages:** 2981-2987 **Published:** 2016

Times Cited in Web of Science Core Collection: 0

Total Times Cited: 0

Accession Number: WOS:000381172301116

Conference Title: 27th International Business Information Management Association Conference

Conference Date: MAY 04-05, 2016

Conference Location: Milan, ITALY

ISBN: 978-0-9860419-6-9

Record 8 of 28

Title: QUANTITATIVE RESEARCH REGARDING FACEBOOK INFLUENCE OVER THE BEHAVIOR OF STUDENTS

Author(s): Dobrescu, AI (Dobrescu, Andra Ileana); Radu, AC (Radu, Anamaria-Catalina); Stoica, I (Stoica, Ivona); Orzan, M (Orzan, Mihai)

Edited by: Roceanu I; Moldoveanu F; TrausanMatu S; Barbieru D; Beligan D; Ionita A

Source: RETHINKING EDUCATION BY LEVERAGING THE ELEARNING PILLAR OF THE DIGITAL AGENDA FOR EUROPE!, VOL. I **Book Series:** eLearning and Software for Education **Pages:** 37-44 **DOI:** 10.12753/2066-026X-15-005 **Published:** 2015

Times Cited in Web of Science Core Collection: 0

Total Times Cited: 0

Accession Number: WOS:000384469000005

Conference Title: 11th International Scientific Conference on eLearning and Software for Education (eLSE)

Conference Date: APR 23-24, 2015

Conference Location: Bucharest, ROMANIA

ISSN: 2066-026X

Record 9 of 28

Title: Statistical exploratory marketing research on Romanian consumer's behavior regarding smartphones

Author(s): Stoica, I (Stoica, Ivona); Veghes, C (Veghes, Calin); Orzan, M (Orzan, Mihai)

Edited by: Daniel S

Source: EMERGING MARKETS QUERIES IN FINANCE AND BUSINESS 2014, EMQFB 2014 **Book Series:** Procedia Economics and Finance **Volume:** 32 **Pages:** 923-931 **DOI:** 10.1016/S2212-5671(15)01549-X **Published:** 2015

Times Cited in Web of Science Core Collection: 0

Total Times Cited: 0

Accession Number: WOS:000381988900123

Conference Title: International Conference on Emerging Markets Queries in Finance and Business (EMQFB)

Conference Date: OCT 24-25, 2014

Conference Location: Bucharest, ROMANIA

ISSN: 2212-5671

Record 10 of 28

Title: CONSUMER PREFERENCES FOR ORGANIC FOOD. A CASE STUDY OF NEUROMARKETING METHODS AND TOOLS

Author(s): Stoica, I (Stoica, I.); Popescu, M (Popescu, M.); Orzan, M (Orzan, M.)

Source: JOURNAL OF ENVIRONMENTAL PROTECTION AND ECOLOGY **Volume:** 16 **Issue:** 3 **Pages:** 1142-1148 **Published:** 2015

Times Cited in Web of Science Core Collection: 0

Total Times Cited: 0

Accession Number: WOS:000363091800039

ISSN: 1311-5065

Record 11 of 28

Title: Advantages and Disadvantages between Neuromarketing Type Research and Quantitative Marketing Research

Author(s): Stoica, I (Stoica, Ivona); Tascu, AV (Tascu, Alexandru-Virgil)

Edited by: Soliman KS

Source: INNOVATION VISION 2020: FROM REGIONAL DEVELOPMENT SUSTAINABILITY TO GLOBAL ECONOMIC GROWTH, VOL I-VI **Pages:** 1193-1200 **Published:** 2015

Times Cited in Web of Science Core Collection: 0

Total Times Cited: 0

Accession Number: WOS:000360508700120

Conference Title: 25th International-Business-Information-Management-Association Conference

Conference Date: MAY 07-08, 2015

Conference Location: Amsterdam, NETHERLANDS

ISBN: 978-0-9860419-4-5

Record 12 of 28

Title: Ways to Improve the Activity Carried Out to Access Tourism European Funds

Author(s): Radu, AC (Radu, Anamaria-Catalina); Dobrescu, AI (Dobrescu, Andra Ileana); Orzan, G (Orzan, Gheorghe); Stoica, I (Stoica, Ivona)

Edited by: Soliman KS

Source: INNOVATION VISION 2020: FROM REGIONAL DEVELOPMENT SUSTAINABILITY TO GLOBAL ECONOMIC GROWTH, VOL I-VI **Pages:** 1569-1582 **Published:** 2015

Times Cited in Web of Science Core Collection: 0

Total Times Cited: 0

Accession Number: WOS:000360508700153

Conference Title: 25th International-Business-Information-Management-Association Conference

Conference Date: MAY 07-08, 2015

Conference Location: Amsterdam, NETHERLANDS

ISBN: 978-0-9860419-4-5

Record 13 of 28

Title: Quantitative Research regarding Internet Usage and its Influence on Young People Behavior: A Case Study of Romanian Students

Author(s): Dobrescu, AI (Dobrescu, Andra Ileana); Radu, AC (Radu, Anamaria-Catalina); Stoica, I (Stoica, Ivona); Orzan, M (Orzan, Mihai)

Edited by: Soliman KS

Source: INNOVATION VISION 2020: FROM REGIONAL DEVELOPMENT SUSTAINABILITY TO GLOBAL ECONOMIC GROWTH, VOL I-VI **Pages:** 1583-1597 **Published:** 2015

Times Cited in Web of Science Core Collection: 0

Total Times Cited: 0

Accession Number: WOS:000360508700154

Conference Title: 25th International-Business-Information-Management-Association Conference

Conference Date: MAY 07-08, 2015

Conference Location: Amsterdam, NETHERLANDS

ISBN: 978-0-9860419-4-5

Record 14 of 28

Title: Online Marketing Communication Using Websites. A Case Study of Website Utility in Accessing European Funds in the Tourism Field Regarding Northeastern Romania

Author(s): Stoica, I (Stoica, Ivona); Orzan, G (Orzan, Gheorghe); Dobrescu, A (Dobrescu, Andra); Radu, AC (Radu, Anamaria Catalina)

Edited by: Iacob AI

Source: 2ND GLOBAL CONFERENCE ON BUSINESS, ECONOMICS, MANAGEMENT AND TOURISM **Book Series:** Procedia Economics and Finance **Volume:** 23 **Pages:** 926-935 **DOI:** 10.1016/S2212-5671(15)00436-0 **Published:** 2015

Times Cited in Web of Science Core Collection: 1

Total Times Cited: 1

Accession Number: WOS:000360103600142

Conference Title: 2nd Global Conference on Business, Economics and Management and Tourism (BEMTUR)

Conference Date: OCT 29-31, 2014

Conference Location: Prague, CZECH REPUBLIC

ISSN: 2212-5671

Record 15 of 28

Title: CONCEPTUAL MODEL REGARDING SECURITY AND PROTECTION CONSUMERS' RIGHTS IN THE ONLINE ENVIRONMENT

Author(s): Orzan, G (Orzan, Gheorghe); Ioanas, ME (Ioanas, Maria Elisabeta); Radu, AC (Radu, Anamaria-Catalina); Stoica, I (Stoica, Ivona); Popescu, M (Popescu, Manoela)

Source: ECONOMIC COMPUTATION AND ECONOMIC CYBERNETICS STUDIES AND RESEARCH **Volume:** 49 **Issue:** 1 **Published:** 2015

Times Cited in Web of Science Core Collection: 0

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Accession Number: WOS:000350843300008

ISSN: 0424-267X

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Record 16 of 28

Title: IDENTIFYING FACTORS WHICH INFLUENCE USER SATISFACTION IN USING SERVICES OF ENTREPRENEURSHIP AND PROFESSIONAL TRAINING, DEVELOPED BY THE EUROPEAN UNION FUNDED PROJECTS

Author(s): Orzan, G (Orzan, Gheorghe); Radu, AC (Radu, Anamaria-Catalina); Dobrescu, A (Dobrescu, Andra); Stoica, I (Stoica, Ivona)

Edited by: Roceanu I

Source: LET'S BUILD THE FUTURE THROUGH LEARNING INNOVATION!, VOL. 2 **Book Series:** eLearning and Software for Education **Pages:** 496-503 **Published:** 2014

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Conference Title: 10th International Scientific Conference on eLearning and Software for Education

Conference Date: APR 24-25, 2014

Conference Location: Bucharest, ROMANIA

ISSN: 2066-026X

Record 17 of 28

Title: STUDENT PERCEPTION REGARDING THE DEPLOYMENT OF ONLINE COURSES IN HIGHER EDUCATION INSTITUTIONS

Author(s): Orzan, M (Orzan, Mihai); Dobrescu, A (Dobrescu, Andra); Radu, AC (Radu, Anamaria-Catalina); Stoica, I (Stoica, Ivona)

Edited by: Roceanu I

Source: LET'S BUILD THE FUTURE THROUGH LEARNING INNOVATION!, VOL. 2 **Book Series:** eLearning and Software for Education **Pages:** 504-511 **Published:** 2014

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Accession Number: WOS:000357159300080

Conference Title: 10th International Scientific Conference on eLearning and Software for Education

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Conference Location: Bucharest, ROMANIA

ISSN: 2066-026X

Record 18 of 28

Title: THE IMPACT OF E-LEARNING PLATFORMS IN HIGHER EDUCATION

Author(s): Stoica, I (Stoica, Ivona); Valceanu, GL (Valceanu, Gabriela Laura)

Edited by: Roceanu I; Beligan D; Ciolan L; Radu C

Source: QUALITY AND EFFICIENCY IN E-LEARNING, VOL 1 **Book Series:** eLearning and Software for Education **Pages:** 258-263 **Published:** 2013

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Conference Title: 9th International Conference eLearning and Software for Education

Conference Date: APR 25-26, 2013

Conference Location: Bucharest, ROMANIA

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Record 19 of 28

Title: SCIENTIFIC RESEARCH REGARDING UTILITY OF E-LEARNING PLATFORMS IN ROMANIAN BUSINESS ENVIRONMENT

Author(s): Stoica, I (Stoica, Ivona); Valceanu, GL (Valceanu, Gabriela Laura)

Edited by: Roceanu I; Stanescu I; Barbieru D

Source: QUALITY AND EFFICIENCY IN E-LEARNING, VOL 2 **Book Series:** eLearning and Software for Education **Pages:** 35-40 **Published:** 2013

Times Cited in Web of Science Core Collection: 0

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Accession Number: WOS:000328100100004

Conference Title: 9th International Conference eLearning and Software for Education

Conference Date: APR 25-26, 2013

Conference Location: Bucharest, ROMANIA

ISSN: 2066-026X

Record 20 of 28

Title: ONLINE CONSUMER BEHAVIOR TENDENCIES TRIGGERED BY EXTENSIVE USAGE OF SOCIAL NETWORKS

Author(s): Munthiu, MC (Munthiu, Maria-Cristiana); Velicu, BC (Velicu, Bogdan Calin); Draghici, M (Draghici, Mircea); Stoica, I (Stoica, Ivona)

Edited by: Bratianu C; Bratucu G; Lixandriou D; Pop NA; Vaduva S

Source: BUSINESS EXCELLENCE CHALLENGES DURING THE ECONOMIC CRISIS, VOL 2 **Pages:** 26-+ **Published:** 2012

Times Cited in Web of Science Core Collection: 0

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Conference Title: 7th International Conference on Business Excellence

Conference Date: OCT 12-13, 2012

Conference Location: Brasov, ROMANIA

ISBN: 978-606-19-0104-3

Record 21 of 28

Title: BLOG'S EFFECT AS ONLINE MARKETING INSTRUMENT ON CONSUMER BEHAVIOR

Author(s): Stoica, I (Stoica, Ivona); Negricea, CI (Negricea, Costel-Iliuta); Edu, T (Edu, Tudor); Munthiu, MC (Munthiu, Maria-Cristiana); Velicu, BC (Velicu, Bogdan Calin)

Edited by: Bratianu C; Bratucu G; Lixandriou D; Pop NA; Vaduva S

Source: BUSINESS EXCELLENCE CHALLENGES DURING THE ECONOMIC CRISIS, VOL 2 **Pages:** 208-+ **Published:** 2012

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Conference Title: 7th International Conference on Business Excellence

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ISBN: 978-606-19-0104-3

Record 22 of 28

Title: USING BLOGS AS eLEARNING TOOLS BY THE PROFESSIONAL COMMUNITIES IN ROMANIA

Author(s): Stoica, I (Stoica, Ivona); Negricea, CI (Negricea, Costel-Iliuta); Tudor, E (Tudor, Edu)

Edited by: Frunzeti T; Jugureanu R; Ciolan L; Radu C

Source: LEVERAGING TECHNOLOGY FOR LEARNING, VOL II **Book Series:** eLearning and Software for Education **Pages:** 541-547 **DOI:** 10.5682/2066-026X-12-178 **Published:** 2012

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Total Times Cited: 0

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Conference Title: 8th International Scientific Conference eLearning and Software for Education

Conference Date: APR 26-27, 2012

Conference Location: Bucharest, ROMANIA

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Record 23 of 28

Title: FORECASTING CONCEPTUAL MODEL REGARDING THE GROWTH RATE OF ONLINE BUSINESSES AMONG ROMANIAN COMPANIES

Author(s): Macovei, OI (Macovei, Octav-Ionut); Stoica, I (Stoica, Ivona)

Edited by: Boja C; Batagan L; Doinea M; Ciurea C; Ion A; Nisioiu C; Toma A; Cotfas L; Velicanu A; Amancei C; Zamfiroiu A

Source: INTERNATIONAL CONFERENCE ON INFORMATICS IN ECONOMY **Book**

Series: International Conference on Informatics in Economy **Pages:** 305-+ **Published:** 2012

Times Cited in Web of Science Core Collection: 0

Total Times Cited: 0

Accession Number: WOS:000313136800057

Conference Title: 11th International Conference on Informatics in Economy (IE 2012),
Education, Research and Business Technologies

Conference Date: MAY 10-11, 2012

Conference Location: Bucharest, ROMANIA

ISSN: 2284-7472

Record 24 of 28

Title: SPECIFIC TOOLS. IN ONLINE MARKETING RESEARCH

Author(s): Stoica, I (Stoica, Ivona)

Book Group Author(s): LBUSR/FEC

Source: CRISES AFTER THE CRISIS: INQUIRIES FROM A NATIONAL, EUROPEAN
AND GLOBAL PERSPECTIVE, VOL III **Pages:** 302-309 **Published:** 2011

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Accession Number: WOS:000396640100046

Conference Title: 18th International Economic Conference on Crisis After the Crisis - Inquiries
from a National European and Global Perspective

Conference Date: MAY 19-20, 2011

Conference Location: Sibiu, ROMANIA

ISBN: 978-606-12-0139-6

Record 25 of 28

Title: ONLINE METHODS USED IN MARKETING RESEARCH

Author(s): Stoica, I (Stoica, Ivona); Orzan, G (Orzan, Gheorghe)

Book Group Author(s): LBUSR/FEC

Source: CRISES AFTER THE CRISIS: INQUIRIES FROM A NATIONAL, EUROPEAN
AND GLOBAL PERSPECTIVE, VOL III **Pages:** 310-315 **Published:** 2011

Times Cited in Web of Science Core Collection: 0

Total Times Cited: 0

Accession Number: WOS:000396640100047

Conference Title: 18th International Economic Conference on Crisis After the Crisis - Inquiries
from a National European and Global Perspective

Conference Date: MAY 19-20, 2011

Conference Location: Sibiu, ROMANIA

ISBN: 978-606-12-0139-6

Record 26 of 28

Title: THE ROLE OF INTEGRATED MARKETING COMMUNICATION IN BUILDING AND MAINTAINING THE CAPITAL OF A GLOBAL BRAND

Author(s): Balaure, V (Balaure, Virgil); Neagoe, C (Neagoe, Cristina); Stoica, I (Stoica, Ivona)

Book Group Author(s): Lucian Blaga Univ Sibiu, Fac Econ Sci

Source: INDUSTRIAL REVOLUTIONS, FROM THE GLOBALIZATION AND POST-GLOBALIZATION PERSPECTIVE, VOL III: MARKETING, COMMERCE AND TOURISM AND A NEW PARADIGM OF CHANGE **Pages:** 21-26 **Published:** 2009

Times Cited in Web of Science Core Collection: 0

Total Times Cited: 0

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Conference Title: 16th International Economic Conference - IECS 2009

Conference Date: MAY 07-08, 2009

Conference Location: Sibiu, ROMANIA

ISBN: 978-973-739-775-1

Record 27 of 28

Title: ONLINE MARKETING RESEARCH IN THE GLOBAL INFORMATION SOCIETY

Author(s): Orzan, G (Orzan, Gheorghe); Stoica, I (Stoica, Ivona); Neagoe, C (Neagoe, Cristina); Orzan, M (Orzan, Mihai)

Book Group Author(s): Lucian Blaga Univ Sibiu, Fac Econ Sci

Source: INDUSTRIAL REVOLUTIONS, FROM THE GLOBALIZATION AND POST-GLOBALIZATION PERSPECTIVE, VOL III: MARKETING, COMMERCE AND TOURISM AND A NEW PARADIGM OF CHANGE **Pages:** 189-198 **Published:** 2009

Times Cited in Web of Science Core Collection: 0

Total Times Cited: 0

Accession Number: WOS:000287984100027

Conference Title: 16th International Economic Conference - IECS 2009

Conference Date: MAY 07-08, 2009

Conference Location: Sibiu, ROMANIA

Author Identifiers:

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Orzan, Mihai C-71141-2012 0000-0002-5962-4649

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Record 28 of 28

Title: USING E-LEARNING PLATFORMS FOR EMPLOYEES WHO CONSIDER CAREER REORIENTATION UNDER THE CONTEXT OF FINANCIAL CRISIS

Author(s): Catoiu, I (Catoiu, Iacob); Stoica, I (Stoica, Ivona); Negricea, IC (Negricea, Iliuta)

Costel); Niculescu-Ciocan, C (Niculescu-Ciocan, Cristina); Orzan, M (Orzan, Mihai)

Edited by: Bratianu C; Lixandriou D; Pop NA

Source: PROCEEDINGS OF THE 4TH INTERNATIONAL CONFERENCE ON BUSINESS EXCELLENCE, VOL 1 **Pages:** 75-78 **Published:** 2009

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Accession Number: WOS:000278416000018

Conference Title: 4th International Conference on Business Excellence

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Conference Location: Brasov, ROMANIA

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