



ACADEMIA
ROMÂNĂ
SCOSAAR

20 Septembrie 2017

LISTA DE LUCRĂRI

STOICA Ivona - Doctor/ din 2011. Conferențiar universitar din 2014

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. Lista celor maximum 10 lucrări considerate de candidat a fi cele mai relevante pentru realizările profesionale proprii, care sunt incluse în format electronic în dosar și care se pot regăsi și în celelalte categorii de lucrări din prezenta listă de lucrări:

1. Radu, Andra-Victoria, Tașcu, A.-V., **Stoica, Ivona, A.-C.**, Radu, Purcarea, Victor, Online instruments used in pharmaceutical marketing, Farmacia, Volum nr. 2, 2017, indexat ISI Web of Science, Factor de impact în 2015=1.162, ISSN: 0014-8237, <http://www.revistafarmacia.ro/201702/issue22017art25.html>, ISI Web of Science, Scopus, Elsevier;
2. Tașcu A.-V., Radu, Andra-Victoria, **Stoica, Ivona, A.-I.** Dobrescu, Online decision purchase process of medicines, Farmacia, Volum nr. 1, 2017, indexat ISI Web of Science, Factor de impact în 2015=1.162, ISSN: 0014-8237, <http://www.revistafarmacia.ro/201701/issue12017art4.html>, ISI Web of Science, Scopus, Elsevier;
3. A.-C., Radu, Orzan, M., Ceptureanu, S., **Stoica Ivona**, *User Satisfaction Regarding Healthcare Education Services Conducted within EU Funded Projects*, 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-%20Radu%20Catalina,%20Mihai%20Orzan%20\(T\).pdf](http://www.ecocyb.ase.ro/nr2017_1/06%20-%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;
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>, ISI Thomson Reuters Services : Science Citation Index Expanded, Social Sciences Citation Index®, Social Scisearch®, Journal Citation Reports/Social Sciences Edition
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.ecocyb.ase.ro/nr20151/CONTENTS20151.pdf>, <http://www.ecocyb.ase.ro/nr20151/08%20-%20Orzan%20Gheorghe,%20%20Ivona%20Stoica%20%28T%29.pdf>, ISI Thomson

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- Reuters Services : Science Citation Index Expanded, Social Sciences Citation Index®, Social Scisearch®, Journal Citation Reports/Social Sciences Edition;
6. **Stoica, Ivona**, Taşcu A.-V., *Advantages and Disadvantages between Neuromarketing Type Research and Quantitative Marketing Research*, 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.html>, ISI Web of Science, Scopus, Cabell's Directory, DOAJ, EBSCO, ERA, J-Gate, ProQuest, WorldCat
 7. Dobrescu A-I., Radu A-C., **Stoica, Ivona**, Orzan, M., *Quantitative research regarding Facebook influence over the behavior of students*, The 11th eLearning and Software for Education Conference - eLSE 2015-organized by the Romanian Advanced Distributed Learning Association, Bucharest, April 23th -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=site/index&year=2015&index=papers&vol=18&paper=585e0c0728555e126e7af85e08b8391f>, ISI Web of Science C.E.E.O.L., EBSCO, ProQuest;
 8. 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 23th -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/15b3ed6a25c1257a5a67c39141a94222/1?pq-origsite=gscholar>, ISI Web of Science C.E.E.O.L., EBSCO, ProQuest
 9. **Stoica, Ivona**, Vegheș, C., Orzan, M., *Statistical exploratory marketing research on romanian consumer's behavior regarding smartphones*, 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;
 10. Ioanăș, E., **Stoica, Ivona**, *Social media and its impact on consumers behavior*, 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

2. Teza(-ele) de doctorat

- T1. Stoica Ivona**, *Cercetări de marketing online în contextul globalizării și al societății informaționale - Ordinul MECTS Nr. 6468 din 07.12.2011* domeniul MARKETING, 285 pagini, Academia de Studii Economice din București, Facultatea de Marketing, Catedra de Marketing.;

3. Cărți/cursuri/manuale publicate în edituri recunoscute (Ca1, Ca2 etc.), **cărți de specialitate** publicate în edituri recunoscute (Cb1, Cb2 etc.), **îndrumare publicate** (I1, I2 etc.), capitole publicate în volume colective, capitole teoretice redactate, sisteme de laborator funcționale etc. (D1, D2 etc.), după caz, prin care se aduc contribuții la dezvoltarea activităților didactice/profesionale;

D1. Zaharia, V., Balaceanu, C., Boajă, D., Mușetescu, A., **Stoica, Ivona**, Chira, R., Ciobotă, G., Constantinescu, M., Dogaru, M., Țăpligă, P., Turkeș, M., *Teste-grilă pentru examenul de licență la specializarea Marketing, pentru studenții anului III zi*, Editura ProUniversitaria, București, 2017, ISBN 978-606-26-0744-9, 145 pg., Editură recunoscută CNCIS.

D2. Boloșiu, H., Orzan, Gh., **Stoica, Ivona**, *Studiu final de satisfacție a participanților la simpoziioanele desfășurate în cele 8 regiuni de dezvoltare ale României*, volum apărut în cadrul proiectului "Formare profesională pentru implementarea noilor tehnologii în sistemul de sănătate", București, 2013;

4. Cărți de specialitate publicate în edituri recunoscute (Cb1, Cb2 etc.), **articole/ studii publicate în extenso** în reviste de specialitate de circulație internațională recunoscute (reviste cotate ISI sau indexate în baze de date internaționale specifice domeniului) (Ri1, Ri2etc.), **articole/ studii în extenso** publicate în volumele unor manifestări științifice internaționale recunoscute din țară și din străinătate (cu ISSN/ ISBN)(Vi1,Vi2 etc.), precum și **alte lucrări similare**: articole/studii publicate în extenso în volumele unor manifestări științifice naționale (cu ISSN/ISBN)(Vn1,Vn2 etc.), lucrări prezentate la diferite seminarii/expoziții, inovații etc.(E1, E2 etc.), după caz, prin care se aduc contribuții la dezvoltarea domeniului.

Cb1. **Stoica, Ivona**, *Inițiere în cercetările de marketing online*, Editura Uranus, București 2014, ISBN 978-606-699-002-8, 166 pg.;

Cb2. **Stoica, Ivona**, *Ghid practic pentru realizarea sondajelor online*, Editura Uranus, București 2014, ISBN 978-606-699-003-5, 124 pg. ;

Cb3. Ciobotă Gh., **Stoica Ivona**, *Comportamentul consumatorului. Abordare practică*, Editura Pro Universitaria, București, 2015, ISBN: 978-606-26-0456-1, 146 pg., Editură recunoscută CNCIS.

Ri01. Andra-Victoria, Radu, A.-V., Tașcu, **Stoica, Ivona**, A.-C., Radu, *Purcarea Victor Online instruments used in pharmaceutical marketing*, Farmacia, Volum nr. 2, 2017, indexat ISI Web of Science, **Factor de impact în 2015=1.162**, ISSN: 0014-8237, <http://www.revistafarmacia.ro/201702/issue22017art25.html>, ISI Web of Science, Scopus, Elsevier;

Ri02. A.-V., Tașcu Andra-Victoria, Radu, **Stoica, Ivona**, A.-I. Dobrescu, *Online decision purchase process of medicines*, Farmacia, Volum nr. 1, 2017, indexat ISI Web of Science, **Factor de impact în 2015=1.162**, ISSN: 0014-8237, <http://www.revistafarmacia.ro/201701/issue12017art4.html>, ISI Web of Science, Scopus, Elsevier;

Ri03. A.-C., Radu, Orzan, M., Ceptureanu, S., **Stoica Ivona**, *User Satisfaction Regarding Healthcare Education Services Conducted within EU Funded Projects*, 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/nr20151/CONTENTS20151.pdf>, <http://www.ecocyb.ase.ro/nr20151/08%20-%20Orzan%20Gheorghe,%20%20Ivona%20Stoica%20%28T%29.pdf>, ISI Thomson Reuters Services : Science Citation Index Expanded, Social Sciences Citation Index®, Social Scisearch®, Journal Citation Reports/Social Sciences Edition;

- Ri04.** Radu, A.-C., Radu, A.-V., **Stoica, Ivona**, ORZAN, M.-C., *Internet Users and Usage. Implications and Risks.*, apărut în Jurnalul Quality – Access to success, Vol. 17, S3, **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/arhiva/supliment/2016/Q-asContents_Vol.17_S3_July-2016.pdf;
- Ri05.** DINU, D., **Stoica, Ivona**, RADU, A.-V., *Studying the Consumer Behavior through Big Data*, apărut în Jurnalul Quality – Access to success, Vol. 17, S3, **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/arhiva/supliment/2016/Q-asContents_Vol.17_S3_July-2016.pdf;
- Ri06.** **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>, ISI Thomson Reuters Services : Science Citation Index Expanded, Social Sciences Citation Index®, Social Scisearch®, Journal Citation Reports/Social Sciences Edition;
- Ri07.** 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.ecocyb.ase.ro/nr20151/CONTENTS20151.pdf>, <http://www.ecocyb.ase.ro/nr20151/08%20-%20Orzan%20Gheorghe,%20%20Ivona%20Stoica%20%28T%29.pdf>, **ISI Thomson Reuters Services** : Science Citation Index Expanded, Social Sciences Citation Index®, Social Scisearch®, Journal Citation Reports/Social Sciences Edition;
- Ri08.** Popescu, M., **Stoica, Ivona**, *EQ – The key to success in the context of knowledge economy and business environment*, Calitatea – Acces la succes, Vol. 16/ iulie 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;
- Ri09.** Popescu, M., **Stoica, Ivona**, *Considerations regarding the psychosomatics importance in achieving business success*, Calitatea – Acces la succes, Vol. 16/ **iulie 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;
- Ri10.** **Stoica, Ivona**, *Consumer behaviour regarding the transition of social activities from fixed to mobile*, Calitatea – Acces la succes, Vol. 16/ **iulie 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;
- Ri11.** **Stoica, Ivona**, *Consumer behavior between rational and emotional*, Calitatea – Acces la succes, Vol. 16/ **iulie 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;
- Ri12.** **Stoica, Ivona**, *The regional consumption credit. Trends, structures and territorial relevance*, Romanian Journal of Economics, Vol. 41/2015/ issue 2(50), 282-296, ONLINE ISSN 2344-4567, ISSN-L 1220-5567, <http://revecon.ro/articles/2015-2/2015-2-19.pdf>, RePEc, EBSCO, DOAJ, WorldCat, Citefactor, Database Rosetti;
- Ri13.** **Stoica, Ivona**, *Regional Patterns of Consumption Credit in Foreign Currency: A Quantitative Analysis of Consumer Behaviour in Romania*, ECONOMICA, Vol. no. 1/2015 Online ISSN 2286-0266, Print ISSN 1223-0685, <http://oeconomica.org.ro/abstract/418/Regional-Patterns-of-Consumption-Credit-in->

- [Foreign-Currency-A-Quantitative.html](#), EBSCO, EconLit, RePec, Ulrich's Periodicals Directory, Index Copernicus, Rosetti International;
- Ri14. Stoica, Ivona**, Orzan, Gh., Dobrescu, A-I, Radu, A.-C., *Online Marketing Communication Using Websites. A Case Study of Website Utility in Accessing European Funds in the Tourism Field Regarding Northeastern Romania*, *Procedia Economics and Finance*, Vol. 23/2015, ISSN: 2212-5671, <http://www.sciencedirect.com/science/article/pii/S2212567115004360>, ISI Proceedings, Science Direct, Elsevier;
- Ri15. Stoica, Ivona**, Vegheș, C., Orzan, M., *Statistical exploratory marketing research on romanian consumer's behavior regarding smartphones*, *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;
- Ri16. Ioanăș, E., Stoica, Ivona, Zaharia, V.**, *The Impact of Facebook over the Consumer Habits*, *Calitatea – Acces la succes*, Vol. 15/ S2 iulie 2015 / pp. 292-295, ISSN 1582-2559, <http://search.proquest.com/openview/b75214cd01d2102de0c7dfac53b9059f/1?pq-origsite=gscholar>, Scopus, EBSCO, Cabell's, PROQUEST;
- Ri17. Zaharia, V., Stoica, Ivona, Velea, A.**, *Monitoring quality in the management of food enterprises*, *Knowledge Horizons-Economics*, Vol. 6, Nr. 3/2014, P-ISSN: 2069-0932, E-ISSN: 2066-1061/ pp. 13-16, http://orizonturi.ucdc.ro/arhiva/2014_khe_6_pdf3/zaharia.pdf, EBSCO, Host, ProQuest, RePec, Ulrich's Periodicals Directory, Open J-Gate, IndexCopernicus, Global Impact Factor;
- Ri18. Ioanăș, E., Stoica, Ivona**, *Social media and its impact on consumers behavior*, *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, Cabell's, Google Scholar, Open Archives, Science Central, OCLC, BASE, PDF Cast, Scribd, Iseek, Microsoft Academic Search, Academic Index, PKP Open Archives Harvester;
- Ri19. 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;
- Ri20. 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;
- Ri21. Stoica, Ivona**, Orzan, Gh., Dobrescu, A., Radu, A.-C., Popescu, M., *Websites comparison analysis of projects funded from regional operational program destined to the regions of development in Romania West Central*, *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>, 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;
- Ri22. Orzan, Gheorghe, Purcărea T. V., Orzan M., Stoica Ivona**, *Romanian consumer behavior regarding traditional foods. Contributing to the rebuilding of a healthier food culture*,

articol în „Journal of Food Products Marketing”, Issue 19-2, pp. 119-137, mai **2013**, ISSN: 1045-4446, Electronic ISSN: 1540-4102, indexată 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;

- Ri23.** Rădulescu V., Voşloban, R.-I., Stoica, Ivona, *Leading Employees Through Change – The Role Of Internal Marketing*, Revista Economică, Journal of Economic-Financial theory and practice, Sibiu, **2013**, indexată BDI – RePeC, DOAJ, EBSCO, UlrichWeb, ISSN: 1582-6260, pp. 94-103, <http://economice.ulbsibiu.ro/revista.economica/archive/65309radulescu&vosloban&stoica.pdf>;
- Ri24.** Stoica, Ivona, *Identifying the need in developing and promoting elearning solutions in Romania using advanced technologies. exploratory analysis*, JadLet - Journal of Advanced Distributed Learning Technology, Volumul I, nr. 4, pp. 23-39, Bucureşti, **2013**, ISSN 2285-1070, <http://www.jadlet.com/index.php/jadlet/article/download/26/36>;
- Ri25.** Stoica, Ivona, Dumitru N.-R., Munthiu M.-C., *Implications and opportunities of online advertising for increasing the romanian marketing work market. Case study: online advertising regarding job marketing promotion*, 19th International Economic Conference - IECS 2012, **Revista Economică**, Code NURC 478, cotate de CNCSIS 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://economice.ulbsibiu.ro/revista.economica/archive/suplimente/Volume3-2012.pdf>;
- Ri26.** Orzan, Gheorghe, Stoica, Ivona, *Online Methods Used in Marketing Research*, articol apărut în **Revista Economică**, revista B+ (cod CNCSIS 478), vol. 57, nr. 4, pp. 299 – 305, ISSN: 1582-6260, indexată în RePEc, Ulrich's, DOAJ, EBSCO, mai **2011**;
- Ri27.** Stoica, Ivona *Specific tools in Online Marketing Research*, articol apărut în **Revista Economică**, Code NURC 478, cotate de CNCSIS 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://economice.ulbsibiu.ro/revista.economica/archive/RE%204-57-2011.pdf>;
- Ri28.** 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 1** – Articol publicat.
- Ri29.** Iconaru Claudia, Macovei Octav-Ionuț, **Ivona Stoica**, *Câștigarea unui avantaj competitiv prin poziționarea în motoarele de căutare: O analiză a tehnicilor de optimizare în motoarele de căutare utilizate de comercianții online*, Journal of Online Marketing, vol. 5, Nr. 4, pp. 3-20, 2011, ISSN 1843-0678, indexed in international databases: REPEC, DOAJ, <http://www.editurauranus.ro/marketing-online/54/pdf/1.pdf>

Vi01. 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

- Vi02.** Orzan, M., Stoica, Ivona, Boboc, A.-L., Bucur (Manea), L.-E., Caranica, C., *New trends in e-learning using online marketing tools*, 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?r=site/index&year=2017&index=papers&vol=24&paper=f8f1c5d363d31cfce542fbf72db6f50b>, ISI Web of Science, C.E.E.O.L., EBSCO, ProQuest, **Conferință ISI Proceedings, vezi ANEXA 5;**
- Vi03.** BOBOC, A.-L., ORZAN, Gh., **Stoica, Ivona**, Radu, A.-C., *Neuromarketing based online marketing research: critical review and future practice*, 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 ISI Proceedings, vezi ANEXA 5;**
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6. Proiecte de cercetare-dezvoltare obținute prin competiție, pe bază de contract/grant, ca membru în echipa de cercetare sau ca director de proiect, în străinătate (Pi1, Pi2 etc.) și în țară (Pn1, Pn2 etc) precum și alte lucrări de cercetare-dezvoltare (F1, F2 etc.), după caz, prin care se aduc contribuții la dezvoltarea mediului educațional/cultural/economic/social etc. în raport cu criteriul de evaluare 2 (Activitatea de cercetare).

Pn1. Expert Relator Workshop, Denumire Proiect „Dezvoltarea spiritului antreprenorial și a competențelor manageriale ale studenților și tinerilor întreprinzători pentru a genera un număr crescut de afaceri (BizStart)”, perioada 2015;

Pn2. Expert Studiu de Piață, Denumire Proiect „Promovarea competențelor și inițiativelor antreprenoriale pentru inițierea de afaceri sustenabile și competitive pe piața europeană - SMART START”, perioada 2015;

Pn3. Expert Asistent Manager, Denumire Proiect „Dezvoltarea spiritului antreprenorial și a competențelor manageriale pentru a genera un număr crescut de afaceri - NewBiz”, perioada 2015;

Pn4. Bursă câștigată prin concurs, în baza Proiectului 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) - Investește în oameni!, **Postdoctorat – Științe Economice – Marketing**, ACADEMIA ROMÂNĂ, perioada de derulare 2015

Pn5. Ivona Stoica (director de proiect), Academia de Studii Economice (prin Școala Doctorală - Instituție Organizatoare de Studii Doctorale – I.O.S.U.D.) -instituție coordonatoare, **am 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**;

Pn6. Gheorghe Orzan, (director de proiect), **Ivona Stoica – membru al echipei de proiect** Academia de Studii Economice din București (instituție coordonatoare), 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 (Mod de obținere: competiție, Perioada de derulare: 2008-2011);

Pn7. Gheorghe Orzan, (director de proiect), **Ivona Stoica – membru al echipei de proiect**, Academia de Studii Economice din București (instituție coordonatoare), parteneri: Universitatea

de Vest Timișoara, Universitatea “Lucian Blaga” Sibiu, Univ. “Alex. Ioan Cuza” Iasi, Universitatea Româno – Americană, ITC, IPA, “Centrul Pilot Integrat pentru inițierea și sprijinirea afacerilor, în scopul creșterii competitivității economiei românești în condițiile aderării la Uniunea Europeană și a dezvoltării durabile”, Fonduri Structurale, Fondul Social European – Uniunea Europeană, Program Operațional Sectorial – Dezvoltarea resurselor umane (POS DRU) 2007-2013, Domeniul „Fii întreprinzător”, Contract 3852/01.10.2008 (Mod de obținere: competiție, Perioada de derulare: 2008-2011);

Pn8. 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 integrat 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 3305, contract 92102/01.10.2008 (Mod de obținere: competiție, Perioada de derulare: 2008-2011);

Pn9. Horațiu 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 Program Operațional Sectorial Dezvoltarea Resurselor Umane 2007-2013 finanțat de Ministerul Muncii, Familiei și Protecției Sociale, Direcției Generale Autoritatea de Management – AMPOS DRU, perioada 2010-2013, valoarea contractată 2 094 043,00 RON;

7. Burse obținute. (finantatorul, perioada și locul)

1. Bursă câștigată prin concurs, în baza Proiectului 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) - Investește în oameni!, **Postdoctorat – Științe Economice – Marketing, ACADEMIA ROMÂNĂ**, perioada de derulare: **2015**

2. Academia de Studii Economice (prin Școala Doctorală - Instituție Organizatoare de Studii Doctorale – I.O.S.U.D.) prin intermediul Fondului Social European cu Programul Operațional Sectorial Dezvoltarea Resurselor Umane 2007-2013 – care cofinanțează proiectul **DOCTORAT ȘI DOCTORANZI ÎN TRIUNGHIUL EDUCAȚIE – CERCETARE – INOVARE**, 2008-2011.

Notă

- (1) Fiecare lucrare este prezentată. în limba în care a fost publicată/expusă. corespunzător structurii “ I, II, III, IV, V, VI, VII ”, unde: I este indicativul (T1, T2 etc.; Ca1, Ca2 etc.: ...), care se scrie “bold”
- (2) II - autorii în ordinea din publicație, cu scriere “bold” a **candidatului**; III – *titlul*, scris “italic”; IV - editura sau revista sau manifestarea și/sau alte elemente de localizare. după caz; V - intervalul de pagini din publicație, respectiv, pp ...-..., numărul total de pagini, respectiv. ... pg., sau alte date similare, după caz; VI - anul sau perioada de realizare, după caz.; VII – ISSN (pentru reviste) sau ISBN (pentru cărți, manuale, tratate, volumele unor manifestări științifice, etc).
- (3) În cadrul fiecărui grup de lucrări (Ca1, Ca2 etc.: I1, I2 etc. ; ...), lucrările sunt în ordine invers cronologică.

Candidat,

.....
