Andreia Gabriela ANDREI

Lista completă de lucrări

a) Lista celor mai relevante 10 lucrări cu caracter ştiinţific

1. **Andrei, A.G.**, Zait, A., Vătămănescu, E.M., & Pînzaru, F. (2017). Word of mouth generation and brand communication strategy: findings from an experimental study explored with PLS-SEM. *Industrial Management & Data Systems*, 117 (3): 478 – 495. https://doi.org/10.1108/IMDS-11-2015-0487 ; ISSN: 0263-5577; WOS:000401033700003; [Impact Factor: 2.205; AIS: 0.321; cuartila: **Q2**]
2. **Andrei, A.G.**, Zaiț, A., & Vătămănescu, E.M. (2016). Why extending examination with non-parametric approaches? Insights from a study on advertisement's effectiveness. In Brătianu C. et al. (eds.), *Strategica. Opportunities and Risks in the Contemporary Business Environment* (pp. 347-358). Bucharest: Tritonic. ISBN:978-606-749-181-4; ISSN: 2392-702X; WOS:000392267300028.
3. Vătămănescu, E.-M., **Andrei, A.G.**, Nicolescu, L., Pînzaru, F., & Zbuchea, A. (2017). The Influence of Competitiveness on SMEs Internationalization Effectiveness. Online versus Offline Business Networking. *Information Systems Management*, 34(3): 205-219. http://dx.doi.org/10.1080/10580530.2017.1329997 ; ISSN: 1058-0530; WOS:000407168600003 [Impact Factor: 1.298; AIS: 0.457; cuartila **Q3**]
4. Vătămănescu E.M., **Andrei A.G.**, & Pînzaru F. (2018). Investigating the online social network development through the Five Cs Model of Similarity: The Facebook case. *Information Technology & People*, 31(1).84-110, https://doi.org/10.1108/ITP-06-2016-0135 ISSN 0959-3845; WOS: 000424204300005 [Impact Factor: 1.339; AIS: 0.314; cuartila: **Q2**]
5. **Andrei, A. G.**, & Zaiț, A. (2018).*The Sharing Economy in Post-communist Societies: Insights from Romania*. In Vătămănescu, EM. & Pînzaru, F (eds.), Knowledge Management in the Sharing Economy. Cross-Sectoral Insights into the Future of Competitive Advantage (pp. 39 - 55). Cham: Springer. Hardcover ISBN 978-3-319-66889-5; eBook ISBN 978-3-319-66890-1; DOI: 10.1007/978-3-319-66890-1; https://link.springer.com/chapter/10.1007/978-3-319-66890-1_3
6. **Andrei, A.G.**, Gazzola, P., Zbuchea, A., & Alexandru, V.A. (2017). Modeling socially responsible consumption and the need for uniqueness: a PLS-SEM approach. *Kybernetes*, 46(8): 1325-1340. https://doi.org/10.1108/K-03-2017-0103; ISSN: 0368-492X; WOS:000411120100003; [Impact Factor: 0.811; AIS: 0.095; cuartila **Q4**]
7. Luca, F. A., Ciobanu, C. I., **Andrei, A. G.**, & Horodnic, A. V. (2018). Raising Awareness on Health Impact of the Chemicals Used in Consumer Products: Empirical Evidence from East-Central Europe. *Sustainability* 10(1), 209; https://doi.org/10.3390/su10010209 ISSN 2071-1050; WOS: 000425082600206 [Impact Factor: 1.789; AIS: 0.333; cuartila: **Q2**]
8. Vătămănescu, E.-M., Pînzaru, F., **Andrei, A.G.**, & Zbuchea, A (2016). Investigating SMEs sustainability with partial least squares structural equation modeling. *Transformations in Business & Economics,* 15(3), 259-273. http://www.transformations.knf.vu.lt/39/article/inve ; ISSN: 1648-4460; WOS:000391161100016; [Impact Factor: 0.556; AIS: 0.043; cuartila **Q4**]
9. Păduraru, T., Vătămănescu, E., **Andrei, A.G.**, Pînzaru, F., Zbuchea, A., Maha, L, & Boldureanu, G. (2016). Sustainability in relationship marketing: an exploratory model for the industrial field. *Environmental Engineering and Management Journal*, 15(7): 1635-1647. http://eemj.eu/index.php/EEMJ/article/view/2996 ISSN: 1582-9596; WOS:000384472000023; [Impact Factor: 1.096; AIS: 0.073; cuartila **Q4**]
10. Vătămănescu, E. M., **Andrei, A. G.**, Dumitriu, D. & Leovaridis, C. (2016). Harnessing network-based intellectual capital in online academic networks. From the organizational policies and practices towards competitiveness. *Journal of Knowledge Management*, 20(3): 594-619. https://doi.org/10.1108/JKM-05-2015-0208 ; ISSN: 1367-3270; WOS:000379818700011; [Impact Factor: 2.053; AIS: 0.340; cuartila **Q2**]

b) Teza de doctorat

Andrei A.G. (2012). *Rolul percepţiilor privind căldura şi competenţa brandului corporatist în mediile de socializare online.*Teză de doctorat. Facultatea de Economie şi Administrarea Afacerilor, Universitatea Alexandru Ioan Cuza Iaşi.

c) Brevete de invenție și alte titluri de proprietate industrială
Nu este cazul.

d) Cărţi şi capitole in cărţi

d.1) **Cărti:**

1. **Andrei, A.G.** (2017). *Branding și comunicare online: Rolul percepțiilor privind intențiile și competența organizației.* Iași: Editura Performantica. ISBN: 978-606-685-537-2 (145 pagini).
2. Vătămănescu, E.M. & **Andrei, A.G.** (2014). *Internaționalizarea afacerilor – dinspre analiza economică și de risc către leadershipul intercultural.* București: Editura Tritonic. ISBN: 978-606-8571-44-7 (149 pagini).

d.2) **Capitole în cărţi:**

3. **Andrei, A. G**., & Zaiț, A. (2018).*The Sharing Economy in Post-communist Societies: Insights from Romania.* In Vătămănescu, E.M. & Pînzaru, F. (Eds.), Knowledge Management in the Sharing Economy. Cross-Sectoral Insights into the Future of Competitive Advantage (pp. 39 - 55). Cham: Springer International Publishing. Hardcover ISBN 978-3-319-66889-5; eBook ISBN 978-3-319-66890-1; DOI: 10.1007/978-3-319-66890-1; Series ISSN: 2199-86663; https://link.springer.com/chapter/10.1007/978-3-319-66890-1_3
4. Vătămănescu E.M., **Andrei A.G**, Leovaridis C., Dumitriu D.L. (2015). *The Intellectual Capital within Online Academic Networks. An Exploratory Approach*. In Vătămănescu E.M. (ed.) Handling Knowledge: From Capitalization towards Innovation (pp. 89-122). Verlag, LAP Lambert Academic Publishing, Saarbrucken, Germany. ISBN: 978-3-659-78527-6.
5. **Andrei A.G.** (2015). *Storytelling, marketing si branding*. In Pînzaru F.(ed) Business storytelling: branduri si povesti (pp. 95-122). Tritonic: Bucuresti. ISBN: 978-606-749-010-7.

e) Articole în extenso, în reviste din fluxul științific internațional principal

e.1) **Articole în reviste indexate ISI (Web of Science / Clarivate Analytics)**

1. **Andrei, A.G**., Zait, A., Vătămănescu, E.M., & Pînzaru, F. (2017). Word of mouth generation and brand communication strategy: findings from an experimental study explored with PLS-SEM. *Industrial Management & Data Systems*, 117 (3): 478 – 495. https://doi.org/10.1108/IMDS-11-2015-0487 WOS:000401033700003
   [Impact Factor: 2.205; AIS: 0.321; cuartila: Q2]
2. **Andrei, A.G**., Gazzola, P., Zbuchea, A., & Alexandru, V.A. (2017). Modeling socially responsible consumption and the need for uniqueness: a PLS-SEM approach. *Kybernetes*, 46(8): 1325 – 1340. https://doi.org/10.1108/K-03-2017-0103 WOS:000411120100003;
   [Impact Factor: 0.811; AIS: 0.095; cuartila: Q4]
3. Vătămănescu E.M., **Andrei A.G.**, & Pînzaru F. (2018). Investigating the online social network development through the Five Cs Model of S*imilarity: The Facebook case. Information Technology & People*, 31 (1):84-110, https://doi.org/10.1108/ITP-06-2016-0135 WOS: 000424204300005
   [Impact Factor: 1.339; AIS: 0.314; cuartila: Q2]
4. Luca, F.A., Ciobanu, C.I., **Andrei, A.G.**., & Horodnic, A.V. (2018). Raising Awareness on Health Impact of the Chemicals Used in Consumer Products: Empirical Evidence from East-Central Europe. *Sustainability* 10(1), 209; https://doi.org/10.3390/su10010209 WOS: 000425082600206
   [Impact Factor: 1.789; AIS: 0.333; cuartila: Q2]
5. Vătămănescu, E.M., **Andrei, A.G**., Nicolescu, L., Pînzaru, F., & Zbuchea, A. (2017). The Influence of Competitiveness on SMEs Internationalization Effectiveness. Online versus Offline Business Networking. *Information Systems Management*, 34(3): 205-219. http://dx.doi.org/10.1080/10580530.2017.1329997 WOS:000407168600003;
   [Impact Factor: 1.298; AIS: 0.457; cuartila Q3]

6. Vătămănescu, E.-M., Pînzaru, F., **Andrei, A.G**., & Zbuchea, A (2016). Investigating SMEs sustainability with partial least squares structural equation modeling. *Transformations in Business & Economics*, 15(3): 259-273. http://www.transformations.knf.vu.lt/39/article/inve WOS:000391161100016; [Impact Factor: 0.556; AIS: 0.043; cuartila Q4]
7. Păduraru, T., Vătămănescu, E.-M., **Andrei, A.G**., Pînzaru, F., Zbuchea, A., Maha, L.G., & Boldureanu, G. (2016). Sustainability in Relationship Marketing: An Exploratory Model for the Industrial Field. *Environmental Engineering and Management Journal*, 15(7): 1635-1647. http://eemj.eu/index.php/EEMJ/article/view/2996 WOS:000384472000023; [Impact Factor: 1.096; AIS: 0.073; cuartila Q4]
8. Vătămănescu, E.-M., **Andrei, A.G**., Dumitriu, D.-L., & Leovaridis, C. (2016). Harnessing network-based intellectual capital in online academic networks. From the organizational policies and practices towards competitiveness. *Journal of Knowledge Management*, 20(3): 594 - 619. https://doi.org/10.1108/JKM-05-2015-0208 WOS:000379818700011; [Impact Factor: 2.053; AIS: 0.340; cuartila Q2]
9. Vătămănescu, E. M., **Andrei, A. G.,** Gazzola, P., & Dominici, G. (2018). Online Academic Networks as Knowledge Brokers: The Mediating Role of Organizational Support. *SYSTEMS*, 6(2), 11. https://doi.org/10.3390/systems6020011 [ESCI]
10. Gorgos, E. A., Vătămănescu, E. M., & **Andrei, A. G.** (2016). Europeanization through students' lens: EU versus EaP citizens. Is there a collective identity?. *Eastern Journal of European Studies*, *7(2):* 185-206. http://ejes.uaic.ro/EJES2016_vol7_issue2.htm WOS:000390949500010 [ESCI]
11. Vătămănescu, E.M., Gorgos, E.A., **Andrei, A. G.** & Alexandru, V. A. (2016). The Technological advent and dynamics of the network society. The middle-aged approach. *BRAIN. Broad Research in Artificial Intelligence and Neuroscience*, *7*(3):16-30. http://www.edusoft.ro/brain/index.php/brain/article/view/621 WOS:000390248500002 [ESCI]

e.2) **Articole în reviste indexate BDI**

12. Țugulea O., **Andrei A.G.,** Stoian Bobâlcă C., Manolică A. (2017). Online Buyer's Perspective of E-Shops Credibility: Measurement Dimensions. *Management Dynamics in the Knowledge Economy* 5 (4), 641-661. http://www.managementdynamics.ro/index.php/journal/article/view/251
13. Zait, A., **Andrei, A.G**., Horodnic, I.A., & Bertea, P.E. (2016). Stereotyping Effects on Cities: Measurement Scales for City's Warmth and Competence. *Management Dynamics in the Knowledge Economy* 4 (2): 263-275. https://EconPapers.repec.org/RePEc:nup:jrmdke:v:4:y:2016:i:2:p:263-275
14. Vătămănescu, E. M., Dumitriu D.L. ,**Andrei, A.G.**, Leovaridis C. (2015), Networking Intellectual Capital towards Competitiveness: An Insight into the European Higher Education Institutions, *Electronic Journal of Knowledge Management*, 13(3): 228 – 239. http://www.ejkm.com/volume13/issue3/p228
15. **Andrei A.G**. & Zaiţ A. (2014). Perceptions of warmth & competence in online networking: an experimental analysis of a company launch. Review of Economic and Business Studies, 7(1):11-29. https://EconPapers.repec.org/RePEc:aic:revebs:y:2014:i:13:andreia
16. **Andrei A.G**. & Zaiţ A. (2014). Worthy intentions on the road to brand trust. Management Dynamics in the Knowledge Economy, 2(3): 472-479. https://EconPapers.repec.org/RePEc:nup:jrmdke:v:2:y:2014:i:6:p:472-479
17. Vătămănescu, E.M., **Andrei, A.G.**, Pinzaru, F.M., Alexandru, V.A. (2014). An insight into romanian business consulting organizations from an ethical standpoint. Management Dynamics in the Knowledge Economy, 2(3): 440-452. https://EconPapers.repec.org/RePEc:nup:jrmdke:v:2:y:2014:i:6:p:440-452
18. Vătămănescu, E.M., Pînzaru, F., **Andrei, A.G.**, & Alexandru, V.A. (2014). Going International Versus Going Global. The Case of the European Steel Pipe SMEs. Review of International Comparative Management, 15(3), 360-379. https://EconPapers.repec.org/RePEc:rom:rmcimn:v:15:y:2014:i:3:p:360-379
19. **Andrei A**. (2012). Word of Mouse Approach for Word of Mouth Measurement. *The USV Annals of Economics and Public Administration*,12(2): 87-93. https://EconPapers.repec.org/RePEc:scm:usvaep:v:12:y:2012:i:2(16):p:87-93
20. Iacob, A. & **Andrei, A.G** (2011). Human Capital and Organizational Performance. *Managerial Challenges of the Contemporary Society*, 2/2011, pp. 130-136. http://connection.ebscohost.com/c/articles/77410496/human-capital-organizational-performance

21. **Andrei, A.G**, Iacob, A., Iosub, D (2010). Motivations for Using Social Networking Sites: The Case of Romania. *Revista Economică*, 5(52):17-22. https://econpapers.repec.org/article/blgreveco/v_3a52.1_3ay_3a2010_3ai_3a5_3ap_3a1-259.htm
22. Talaba, M. & **Andrei, A.G** (2010). Facets of pharmacists recommendation on over-the-counter market in Romania. *Studies and Scientific Researches - Economic Edition,* 15(2010): 493 – 500. https://EconPapers.repec.org/RePEc:bac:fsecub:10-15-79
23. **Andrei, A.G** & Talaba M. (2010). Brand Leadership in the contemporary economy. *Studies and Scientific Researches - Economic Edition,* 15(2010): 294-304. https://EconPapers.repec.org/RePEc:bac:fsecub:10-15-50
24. **Andrei, A.G.** & Dumea, A. (2010). Economics of Long Tail a Challenge for Branding. *The Annals of Stefan cel Mare University of Suceava. Fascicle of The Faculty of Economics and Public Administration*, 10 (2010): 210-216. https://EconPapers.repec.org/RePEc:scm:ausvfe:v:10:y:2010:i:special:p:210-216

f) Publicații în extenso, în lucrări ale principalelor conferințe internaționale de specialitate

1. Torp, A., **Andrei, A.G.**, Purcarea, A.A. (2017). The Relationship between an Employee's Energetic Structure and Professional Performance. In Pînzaru, F. et al. (eds.) (2017). *Strategica. Shift. Major Challenges of Today's Economy* (pp. 219-229). București: Tritonic, ISBN: 978-606-749-269-9; WOS:000431586800017 (ISI Proceedings).
2. Zait, A., **Andrei, A.G**., Stoian Bobalca C., Tugulea O. (2017). Empowering Civic Minded Citizens in Knowledge-Based Society. In Marimon, F et al.(eds.), *Proceedings of the 18th European Conference on Knowledge Management ECKM 2017* (pp. 1051-1058). Reading, UK: Academic Conferences and Publishing International Limited, E-Book ISBN: 978-1-911218-49-4, E-Book ISSN: 048-8971 (ISI Proceedings).
3. Zait, A., **Andrei, A.G.**, Horodnic, I.A. (2017). Civic engagement in a digital time – is there a divide in terms of social civic behavior? In Hendrik Hansen et al.(eds.), *Digital Divide in the Danube Region: Is it still significant in explaining ICT adoption in eDemocracy and eGovernment? CEEeGov Days 2017*: Budapest, pp.15-20.
4. Zait, A., Horodnic, I.A., **Andrei, A.G.** (2017). Perceived identities of Eastern European cities – are they affected by the changes in the EU's borders? *In Proceedings of 23rd International Scientific Conference of the PGV Network,* Casablanca, 14-16 September 2017.
5. **Andrei, A.G.**, Zaiț, A., & Vătămănescu, E.-M. (2016). Why extending examination with non-parametric approaches? Insights from a study on advertisement's effectiveness. In Brătianu, C. et al. (eds.), *Strategica. Opportunities and Risks in the Contemporary Business Environment* (pp. 347-358). București: Tritonic, ISBN: 978-606-749-181-4. (ISI Proceedings).
6. Vătămănescu E.-M., Zbuchea, A., Pînzaru, F., & **Andrei, A.G.** (2016). The Impact of Relational Capital on SME Internationalization. Leveraging Online Versus Offline Business Networking. In Moffett, S., & Galbraith, B. (eds.), *Proceedings of the 17 European Conference on Knowledge Management* (pp. 926-935). Reading, UK: Academic Conferences and Publishing International Limited, ISSN: 2048-8971; ISBN: 978-1-911218-03-6 (ISI Proceedings).
7. Vătămănescu, E.-M., Gorgos, E.-A., & **Andrei, A.G.** (2016). Ethical challenges in the online media landscape. In Țăranu, A. (Ed.), *Proceedings of Third Academos Conference 2016. Governing for the Future: Interdisciplinary Perspectives for a Sustainable World* (pp. 1-10). Bologna: Medimond. ISBN: 978-88-7587-731-6 (ISI Proceedings).
8. **Andrei A. G.**, Zait. A., Vătămănescu, E.M. (2015). Youths' trust in banking. An exploratory study among Romanian consumers. In *Proceedings of the International Conference Euro and the European Banking System: evolutions and challenges*, ISBN: 978-606-714-142-9, pp.25-34. (ISI Proceedings).
9. Zaiț, A, Bertea P.E. **Andrei A.G.** (2015) Present issues in entrepreneurship – a synthesis of antecedents and consequences at individual, organizational and societal level, In *21st Int Sci Conf of PGV Network - For Stronger Europe Renovation of the Economic, Entrepreneurial, Political, Teritorial and Educational*, Slovakia , ISBN 978-80-557-0921-5. (ISI Proceedings).
10. Vătămănescu, E.M., Gorgos, E.A., **Andrei A. G.** (2015). New media as a catalyst of european identity. In Pascariu G.C et al. (eds.), Regional development and integration. New challenges for the EU. EURINT 2015 (pp. 353-370). ISBN: 978-606-714-160-3. (ISI Proceedings).
11. Vătămănescu E.M., **Andrei, A.G.**, Leovaridis, C, Dumitriu D. (2015). Exploring network-based intellectual capital as a competitive advantage. An insight into European universities from developing economies. In Cegarra Navarro J.G. (Ed.), Proceedings of The 7th European

Conference on Intellectual Capital ECIC 2015 (pp. 350-358). Reading, UK: Academic Conferences and Publishing International Limited, ISBN: 978-1-910810-00-2. (ISI Proceedings)

12. Vătămănescu E.M, Alexandru V.A., **Andrei A.G.** (2015). The 5 Cs relational leader. A preliminary framework for corporate intercultural accommodation. In Bratianu C. et al. (eds.) *Strategica. Local versus Global.* (pp. 303-312). ISBN: 978-606-749-054-1. (ISI Proceedings).
13. **Andrei, A.G.** (2015). Romanian Language Scales for Warmth and Competence. In Boldea I. (eds.), The Proceedings of the International Conference Globalization, Intercultural Dialogue and National Identity (vol.2, 2015, pp. 851-857). Arhipelag XXI Press. ISBN 978-606-93692-5-8
14. Nicolescu, L., Vătămănescu, E.-M., **Andrei, A.G.**, Pînzaru, F. (2015). Towards a Sustainability Framework for Relationship Marketing. An Insight into European Steel Pipe Businesses. În Pamfilie R et al. (eds.) *Proceedings of BASIQ 2015 International Conference: New Trends in Sustainable Business and Consumption* (pp. 449-456). Bucuresti: Editura ASE, ISSN: 2457 - 483X
15. **Andrei A.G.** & Zaiţ A. (2014). Branding insights: an interdisciplinary journey from perception to action. In Brătianu, C et al. (eds.), *Strategica. Management, Finance, and Ethics.* (pp. 593-604). Bucharest: Tritonic. ISBN: 978-606-8571-52-2. (ISI Proceedings).
16. **Andrei, A.G** & Iacob, A. (2011). From user's motivations to branding: the case of social networks. In Airinei, D et al.. (eds), *Proceedings of 4th International Conference on Globalization and Higher Education in Economics and Business Administration – GEBA*, pp. 139-144. ISBN: 978-973-640-658-4 (ISI Proceedings).
17. **Andrei, A.G,** Iacob, A., Iosub, D (2010). Motivations for Using Social Networking Sites: The Case of Romania. In *Proceedings of International Economic Conference IECS 2010 - Economic World Destiny: Crisis and Globalization?* Section III, pp. 11-16. Lucian Blaga Univ. Publishing House, ISBN 978-973-739-987-8 (ISI Proceedings).
18. Iacob, A., **Andrei, A.G,** Iosub, D. (2010). Big Five theory in human resources evaluation. In Pohoață et al.(eds.) Institutions and economic performance 2010, pp. 326-338. Editura Univ. Al. I. Cuza Iași. ISBN: 978-973-703-549-3
19. Iosub D., **Andrei, A.G**, Iacob A. (2009). Patterns of Social Influence in Social Networking Sites – a Design Perspective. In Pohoată et al.(eds). Best practices and economic performance in management and marketing, pp. 197–203. Editura Univ. Al. I. Cuza Iași. ISBN: 978-973-703-519-6

g) Alte lucrări și contribuții științifice - la evenimente ştiinţifice internaționale sau în publicații ştiinţifice

1. **Andrei A.G**., Zait A. (2018) Firm's reputation, people's support and online networking: findings from methodological triangulation. In Dominici, G.(ed.) Business systems book series. Cocreating responsible futures in the digital age: Exploring new paths towards economic, social and environmental sustainability. 5th Business Systems Laboratory International Symposium: Napoli, January 22-24, 2018 (pp.120-122). ISBN 9788890824265.
2. Gazzola P., Pezzetti R., **Andrei A.G**. (2017). Smart Economy: opportunity of growth for SMEs. In Di Fatta, D. (ed.) Business systems book series. Business Systems Laboratory International Workshop: Roma - September 11-12, 2017 (pp.16-18). ISBN: 9788890824241
3. **Andrei A.G**., Zait A, Stan S. (2017). Entrepreneurial orientation – scales, influence factors and consequences at individual, organizational and societal level. Entrepreneurs, Entrepreneurship. Challenges and Opportunities in the 21st Century, May 18-20, 2017; Bucharest, Romania.
4. **Andrei, A.G**. (2015). Exploring trust in banking with ZMET method. Scientific seminar of CERAG, University of Grenoble, France
5. Andrei A.G. (2014). Dezvoltare sustenabilă în cadrul Uniunii Europene, standarde şi legislaţie de raportare a resposabilităţii sociale a organizaţiilor, Europa Strategica 10, 26-28 (ISSN 2068 – 4606).
6. **Andrei, A.G.** (2011). Perceptions of Corporate Brand Warmth & Competence and Their Role in The Context of Online Social Networking. International Conference of European Marketing Academy, 2nd EMAC Regional Conference, Doctoral Seminar, 21-23 September 2011, Iasi, România.
7. **Andrei, A.G**. (2011). Perceptions of Firm's Warmth & Competence and their role in the context of Online Networking, Research Seminar of CGS, 28 June 2011, Cologne University, Köln, Germany.

Data: 21/06/2018 **Andreia Gabriela ANDREI**