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Biography

Andreia Andrei works within Interdisciplinary Research Department of Social Sciences and Humanities, and teaches Marketing, Operational & Relational Marketing, and Consumer Psychology at the Faculty of Economics and Business Administration, Alexandru Ioan Cuza University of Iasi. Andreia received her Ph.D. degree in 2012 from the same university. Her research areas concern marketing, branding, consumer behavior, social cognition, social capital and knowledge management. Besides researching and teaching, Andreia is having a 15 years business experience in marketing and IT project management. Andreia is a member of IAKM (International Association for Knowledge Management) and AIS (Association for Information Systems), and she recently served as reviewer for several Emerald journals.

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Publications

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