



## LISTA DE LUCRĂRI

Candidat: Horodnic Ioana Alexandra

în vederea ocupării postului de **Asistent universitar poziția 68**, disciplinele *Comportamentul consumatorului*, *Marketing direct*, *Marketing*, din cadrul Facultății de Economie și Administrarea Afacerilor, Departamentul de Management, Marketing și Administrarea Afacerilor.

### a) lista celor mai relevante 10 lucrări ale candidatului

1. Horodnic I.A., Zait A. (2015). Motivation and research productivity in a university system undergoing transition. *Research Evaluation*. doi: 10.1093/reseval/rvv010 (IF: 1.338)  
<http://rev.oxfordjournals.org/content/early/2015/04/30/reseval.rvv010.abstract>
2. Williams C.C., Horodnic I.A. (2015). Evaluating the prevalence of the undeclared economy in Central and Eastern Europe: An institutional asymmetry perspective. *European Journal of Industrial Relations*. doi: 10.1177/0143831X14568835 (IF: 0.822),  
<http://ejd.sagepub.com/content/early/2015/01/29/0143831X14568835.abstract>
3. Apetrei A., Kureshi N.I., Horodnic I.A. (2015). When culture shapes international business. *Journal of Business Research*, Vol. 68, Issue 7, 1519-1521. (IF: 1.306)  
<http://www.sciencedirect.com/science/article/pii/S0148296315000582>
4. Williams C.C., Horodnic I.A. (2015). Rethinking the marginalisation thesis: An evaluation of the socio-spatial variations in undeclared work in the European Union. *Employee Relations*, Vol. 37, Issue 1, 48 – 65. (IF: 0.406)  
<http://www.emeraldinsight.com/doi/abs/10.1108/ER-06-2014-0074>
5. Williams C.C., Horodnic I.A. (2015). Marginalisation and participation in the informal economy in Central and Eastern European nations. *Post-Communist Economies*, Vol. 27, Issue 2, 153-169. (IF: 0.393)  
<http://www.tandfonline.com/doi/full/10.1080/14631377.2015.1026686>
6. Williams C.C., Horodnic I.A. (2015). Explaining the Prevalence of Illegitimate Wage Practices in Southern Europe: An Institutional Analysis. *South European Society and Politics*, DOI:10.1080/13608746.2015.1013518 (IF: 0.629)  
<http://www.tandfonline.com/doi/abs/10.1080/13608746.2015.1013518>
7. Williams C.C., Horodnic I.A. (2015). Explaining and tackling envelope wages in the Baltic Sea region: an institutional perspective. *Baltic Journal of Management*, Vol. 10, Issue 3. (IF: 0.190)  
<http://www.emeraldinsight.com/doi/abs/10.1108/BJM-10-2014-0153?journalCode=bjm>
8. Williams C.C., Horodnic I.A., Windebank J. (2015). Explaining participation in the informal economy: An institutional incongruence perspective. *International Sociology*, Vol. 30, Issue 3, 294-313. (IF: 1.000)  
<http://iss.sagepub.com/content/30/3/294.abstract>
9. Williams C.C., Horodnic I.A. (forthcoming). Tackling the informal economy in South East Europe: an institutional approach. *Southeast European and Black Sea Studies*. (IF: 0.200)  
<http://www.tandfonline.com/toc/fbss20/current>-(dovezi atasate)



10. Williams C.C., Horodnic I.A. (forthcoming). Are marginalised populations more likely to engage in undeclared work in the Nordic countries?, *Sociological Research Online* (IF: 0.421).  
<http://www.sagepub.com/journals/Journal200794#tabview=title>-(dovezi atasate)

**b) teza sau tezele de doctorat**

„Analiza relației motivație-performanță în marketingul cercetării academice” susținută în ședință publică: 22 septembrie 2012.

**c) brevete de invenție și alte titluri de proprietate intelectuală**

Nu este cazul

**d) cărți și capitole în cărți**

1. Sauka A., Schneider F. and Williams C.C. editors (forthcoming, 2016) Entrepreneurship and the Shadow Economy: a European perspective, *Edward Elgar*, Cheltenham; chapter 5 (Williams C.C., Horodnic I.A., Windebank J.: *The participation of the self-employed in the shadow economy in the European Union*, 20p. (dovezi atașate).
2. Horodnic I.A. (forthcoming, 2015). Analiza impactului factorilor care influențează performanța academică a profesorilor din domeniul economic, 22 p. (dovezi atașate).

**e) articole/studii publicate in extenso, în reviste din circuitul științific internațional**

Reviste ISI cu factor de impact:

1. Williams C.C., Horodnic I.A. (2015). Evaluating the prevalence of the undeclared economy in Central and Eastern Europe: An institutional asymmetry perspective. *European Journal of Industrial Relations*. doi: 10.1177/0143831X14568835 (IF: 0.822),  
<http://ejd.sagepub.com/content/early/2015/01/29/0143831X14568835.abstract>
2. Horodnic I.A., Zait A. (2015). Motivation and research productivity in a university system undergoing transition. *Research Evaluation*. doi: 10.1093/reseval/rvv010 (IF: 1.338)  
<http://rev.oxfordjournals.org/content/early/2015/04/30/reseval.rvv010.abstract>
3. Apetrei A., Kureshi N.I., Horodnic I.A. (2015). When culture shapes international business. *Journal of Business Research*, Vol. 68, Issue 7, 1519-1521. (IF: 1.306)  
<http://www.sciencedirect.com/science/article/pii/S0148296315000582>
4. Williams C.C., Horodnic I.A. (2015). Rethinking the marginalisation thesis: An evaluation of the socio-spatial variations in undeclared work in the European Union. *Employee Relations*, Vol. 37, Issue 1, 48 – 65. (IF: 0.406)  
<http://www.emeraldinsight.com/doi/abs/10.1108/ER-06-2014-0074>
5. Williams C.C., Horodnic I.A. (2015). Marginalisation and participation in the informal economy in Central and Eastern European nations. *Post-Communist Economies*, Vol. 27, Issue 2, 153-169. (IF: 0.393)  
<http://www.tandfonline.com/doi/full/10.1080/14631377.2015.1026686>
6. Williams C.C., Horodnic I.A. (2015). Explaining the Prevalence of Illegitimate Wage Practices in Southern Europe: An Institutional Analysis. *South European Society and Politics*, DOI:10.1080/13608746.2015.1013518 (IF: 0.629)  
<http://www.tandfonline.com/doi/abs/10.1080/13608746.2015.1013518>
7. Williams C.C., Horodnic I.A. (2015). Explaining and tackling envelope wages in the Baltic Sea region: an institutional perspective. *Baltic Journal of Management*, Vol. 10, Issue 3. (IF: 0.190)  
<http://www.emeraldinsight.com/doi/abs/10.1108/BJM-10-2014-0153?journalCode=bjm>
8. Williams C.C., Horodnic I.A., Windebank J. (2015). Explaining participation in the informal economy: An institutional incongruence perspective. *International Sociology*, Vol. 30, Issue 3, 294-313. (IF: 1.000)  
<http://iss.sagepub.com/content/30/3/294.abstract>



9. Williams C.C., Horodnic I.A. (forthcoming). Tackling the informal economy in South East Europe: an institutional approach. *Southeast European and Black Sea Studies*. (IF: 0.200)  
<http://www.tandfonline.com/toc/fbss20/current>-(dovezi atasate)
10. Williams C.C., Horodnic I.A. (forthcoming). Are marginalised populations more likely to engage in undeclared work in the Nordic countries?, *Sociological Research Online* (IF: 0.421).  
<http://www.sagepub.com/journals/Journal200794#tabview=title>-(dovezi atasate)

*Reviste indexate în baze de date internaționale:*

1. Williams C.C., Horodnic I.A. (2015). Self-employment, the informal economy and the marginalisation thesis: Some evidence from the European Union. *International Journal of Entrepreneurial Behavior & Research*, Vol. 21, Issue 2, 224 – 242. Indexed: Scopus, Cabell's, Emerald, ABI/INFORM.  
<http://www.emeraldinsight.com/doi/abs/10.1108/IJEBR-10-2014-0184>
2. Williams C.C., Horodnic I.A., Windebank J. (2015). Evaluating the Prevalence and Distribution of Envelope Wages in the European Union: Lessons from a 2013 Eurobarometer Survey. *Journal of Contemporary European Research*, Vol 11, Issue 2, 179-195, Indexed: Doaj, Sphera.  
<http://www.jcer.net/index.php/jcer/article/view/664>
3. Horodnic I.A., Williams C.C. (forthcoming). An evaluation of the shadow economy in Baltic states: a tax morale perspective. *International Journal of Entrepreneurship and Small Business*. Indexed: SCOPUS, Gale, CAB etc., ranked C in ABDC Journal Quality List.  
<http://www.inderscience.com/jhome.php?jcode=ijesb>-(dovezi atasate)
4. Williams C.C., Horodnic I.A. (forthcoming). Cross-national variations in the participation of small businesses in the informal economy: an institutional asymmetry explanation. *Journal of Small Business and Enterprise Development*. Indexed: Scopus, Ebsco etc.  
<http://www.emeraldinsight.com/journal/jsbed>-(dovezi atasate)
5. Windebank J., Horodnic I.A. (forthcoming). Explaining participation in informal employment: a social contract perspective. *International Journal of Entrepreneurship and Small Business*. Indexed: SCOPUS, Gale, CAB etc., ranked C in ABDC Journal Quality List.  
<http://www.inderscience.com/jhome.php?jcode=ijesb>-(dovezi atasate)
6. Williams C.C., Horodnic I.A. (forthcoming). An institutional theory of the informal economy: some lessons from the United Kingdom. *International Journal of Social Economics*. Indexed: Sopus, Ebsco etc., ranked B in ABDC Journal Quality List.  
<http://www.emeraldinsight.com/journal/ijse>-(dovezi atasate)
7. Williams C.C., Horodnic I.A. (forthcoming). Beyond the marginalization thesis: evaluating participation in informal sector entrepreneurship. *International Journal of Entrepreneurship and Small Business*. Indexed: SCOPUS, Gale, CAB etc., ranked C in ABDC Journal Quality List.  
<http://www.inderscience.com/jhome.php?jcode=ijesb>-(dovezi atasate)
8. Horodnic I.A. (2015). Academic Performance: Measurement Methods Used In Socio - Economic Sciences. *The yearbook of the "Gh. Zane" Institute of Economic Researches*. Vol 23, Issue 1, 5-17, B+, Indexed: REPEC.  
<https://ideas.repec.org/a/zan/ygzier/v23y2014i1p5-17.html>
9. Horodnic I.A. (forthcoming). Academic performance of professors in economic field. Comparative study by Romania regions. *International Journal of Communication Research*. Indexed: EBSCO, ProQuest, Doaj, Global Impact Factor etc.  
<http://www.ijcr.eu/index.php?link=home> (dovezi atasate)
10. Ursachi (Horodnic) Ioana Alexandra. (2012). A pilot study on motivation in academic research. Testing validity and reliability of the instrument, *Ovidius University Annals, Economic Sciences*



Series, Vol. XII, Issue 1, ISSN: 1582 – 9383, B+, RePEc, DOAJ, EBSCO, CABELL'S ULRICH'S și J-GATE, 1236-1238.

<http://stec.univ-ovidius.ro/html/anale/ENG/cuprins%20rezumate/rezumate2012p1.pdf>

11. Ursachi (Horodnic) Ioana Alexandra, Ursachi George Marian. (2011). Motivation in Academic Research as an Important Factor in Increasing International Visibility, *Ovidius University Annals, Economic Sciences Series*, Vol. XI, Issue 1, ISSN: 1582-9383, B+, RePEc, DOAJ, EBSCO, CABELL'S ULRICH'S și J-GATE, 2229-2235.

<https://ideas.repec.org/a/ovi/oviste/v11y2011i1p2229-2235.html>

12. Ursachi George Marian, Ursachi (Horodnic) Ioana Alexandra. (2011). Influence Factors on the Value of Reliability Estimators in Marketing Research, *Ovidius University Annals, Economic Sciences Series*, Vol. XI, Issue 1, ISSN: 1582-9383, B+, RePEc, DOAJ, EBSCO, CABELL'S ULRICH'S și J-GATE, 2223-2228.

<https://ideas.repec.org/a/ovi/oviste/v11y2011i1p2223-2228.html>

13. Ursachi (Horodnic) Ioana Alexandra. (2011). Studying motivation and productivity in academic research. A methodological proposal, *Ovidius University Annals, Economic Sciences Series*, Vol. XI, Issue 2, ISSN: 1582 – 9383, B+, RePEc, DOAJ, EBSCO, CABELL'S ULRICH'S și J-GATE, 1311-1316.

<https://ideas.repec.org/a/ovi/oviste/vxiy2011i9p1311-1316.html>

**f) articole/studii publicate in extenso, în volumele conferințelor internaționale de specialitate**

*Indexate ISI:*

1. Ursachi G., Horodnic I.A., Zait A. How Reliable are Measurement Scales? External Factors with Indirect Influence on Reliability Estimators. *Globalization and Higher Education in Economics and Business Administration – GEBA 2013*, ISI Conference Proceedings.

<http://www.feaa.uaic.ro/geba/programme.pdf>

<http://www.sciencedirect.com/science/article/pii/S2212567115001239>

*Alte categorii:*

1. Horodnic I.A., Zait A. (2013). Analysing the motivation – productivity relationship in order to increase the visibility of research: Romanian case. *The 2nd Global Innovation and Knowledge Academy (GIKA)*, University of Valencia, Spain, ISBN: 978-84-616-0275-9, electronic volume, 10p.

2. Ursachi (Horodnic) I.A. (2011). Relatia individualism, promovare de marketing si reprezentativitatea esantionului, *European Union, Global Governance and Sustainable Development*, Centrul de Studii Europene, Editura Universitatii Alexandru Ioan Cuza, Iași, 978-973-703-552-3, 432-439.

[http://www.editura.uaic.ro/fisa-carte.php?id\\_d=d03&id\\_c=963](http://www.editura.uaic.ro/fisa-carte.php?id_d=d03&id_c=963)

3. Iosub D., Ursachi I., Zait A. (2010). Speaking 'Researchish' after the Crisis - The Need for a Common Language in Socio-Economic Researches, *La crise mondiale et les perspectives de reprise dans l'Union Européenne*, Université d'Economie de Prague, Cehia, 978-80-245-1684-4, 195-203.

<http://dx.doi.org/10.2139/ssrn.1760648>

4. Ursachi cas. Horodnic I.A. (2010). Bariere în dezvoltarea IMM-urilor din Estul Europei pe fondul actualei crize economice. Testul de supraviețuire, *Politici europene privind dezvoltarea mediului de afaceri*, Centrul de Studii Europene, Editura Universitatii Alexandru Ioan Cuza, Iași, 978-973-703-512-7, 357-366.

[http://www.editura.uaic.ro/fisa-carte.php?id\\_d=d03&id\\_c=850](http://www.editura.uaic.ro/fisa-carte.php?id_d=d03&id_c=850)

5. Ursachi (Horodnic) I.A., Botnarenco A. (2009). Marketing viral. Consumatori activi vs. consumatori pasivi. *International Conference of Business Communication for Students SECAAB*, 4<sup>th</sup> edition, Universitatea Babes-Bolyai, Cluj, volum electronic, 1-15.



<http://tbs.ubbcluj.ro/conferinte-internationale/>

#### g) alte lucrări și contribuții științifice

1. Horodnic I.A. (2015). Factors associated with academic performance. Some evidence from Romania. *Workshop formativ GC.05 – Inovație și performanță în Societatea Cunoașterii*, Academia Română Filiala Iași – I.C.E.S. Gh. “Zane”, 20-21 aprilie 2015, Iași, România.  
<http://proiectidsrc.acadiasi.ro/workshop-formativ-gc-05-inovatie-si-performanta-in-societatea-cunoasterii/>
2. Horodnic I.A. (2015). Developing an Innovative Conceptual Model of Research Acceptance. Conferința Internațională *Humanities and Social Science Today. Classical and Contemporary Issues*, Academia Română Filiala Iași – I.C.E.S. Gh. “Zane”, 7-10 mai 2015, Iași, România.  
[http://proiectidsrc.acadiasi.ro/wp-content/uploads/2015/05/the-conference-program-9\\_may.pdf](http://proiectidsrc.acadiasi.ro/wp-content/uploads/2015/05/the-conference-program-9_may.pdf)
3. Horodnic I.A. (2014). Motivation and performance in academic research. Conferința Internațională *Sustainable economic and social development of euroregions and crossborder areas*. Academia Română Filiala Iași – I.C.E.S. Gh. “Zane”, 27 iunie 2014, Bălți, Republica Moldova.  
[http://www.usarb.md/fileadmin/noutati/AVIZE/evenimente/dna\\_Pritcan/Program\\_ESPN.pdf](http://www.usarb.md/fileadmin/noutati/AVIZE/evenimente/dna_Pritcan/Program_ESPN.pdf)
4. Ursachi (Horodnic) I.A., Ursachi G. (2010). Productivitatea Academică: factori de influență și metode de măsurare, *Mediul antreprenorial european: prezent și perspective*, Editura PIM, Iași, ISBN: 978-606-13-0389-2, 472-481.  
<http://evenimente.bxb.ro/mediul-antreprenorial-european-prezent-si-perspective/>
5. Ursachi G., Ursachi (Horodnic) I.A. (2010). Consistența internă a unui instrument. O decizie dificilă, *Mediul antreprenorial european: prezent și perspective*, Editura PIM, Iași, ISBN: 978-606-13-0389-2, 482 – 489.  
<http://evenimente.bxb.ro/mediul-antreprenorial-european-prezent-si-perspective/>
6. Ursachi I.A. (2008). Cercetarea în marketing pe Internet. *Conferința Română de Marketing - COROMAR*, ediția a II-a, Timișoara, volum electronic.  
[https://www.roportal.ro/evenimente/despre/conferinta\\_romana\\_de\\_marketing\\_editia\\_a\\_ii\\_a/](https://www.roportal.ro/evenimente/despre/conferinta_romana_de_marketing_editia_a_ii_a/)
7. Sauka A., Schneider F. and Williams C.C. editors (forthcoming, 2016) Entrepreneurship and the Shadow Economy: a European perspective, *Edward Elgar*, Cheltenham; chapter 5 (Williams C.C., Horodnic I.A., Windebank J.: *The participation of the self-employed in the shadow economy in the European Union*, 20p. (dovezi atașate).
8. Horodnic I.A. (forthcoming, 2015). Analiza impactului factorilor care influențează performanța academică a profesorilor din domeniul economic (capitol carte), 22 p. (dovezi atașate).

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Semnătura:  
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