

Asist. univ. dr. BERTEA PATRICEA ELENA

A. ACTIVITATEA DE CERCETARE – 70% - 766.18 puncte**1. ARTICOLE ȘTIINȚIFICE PUBLICATE ÎN EXTENSO ÎN REVISTE INDEXATE BDI – 105 puncte**

- Berteza Patricea Elena, "**From fearful to trustful – How perceived risk dimensions in e-commerce differentiate between consumers**", Review of Economic and Business Studies" Volume VIII, Issue no.1 (XV), 2015
- Bulai, Oana, Berteza Patricea Elena, **Experiential Marketing – a new paradigm**, Revista Tineri Economisti, nr. 23, Nov 2014
- Adriana Zait, Berteza Patricea Elena, **Response Styles in Cross-Cultural Research – Evidence from Historical Regions**, Cross-Cultural Management Journal, No. 4, 2014, p.21-29
- Berteza Patricea Elena, Zait, Adriana, **Scale validity in exploratory stages of research**, Management & Marketing Review Craiova, vol XI, no.1, 2013
- Zait, Adriana, Berteza Patricea, **Privacy risk - not a risk for Romanian online shoppers?**, Management & Governance, no. 10/2013
- Berteza Patricea, Zait, Adriana, **Perceived risk vs. intention to adopt e-commerce – a pilot study of potential moderators**, Market - Review of Marketing Theory and Practice, Volume 25, Number 2, 2013, ISSN 1849-1383
- Moisescu Ovidiu I., Berteza Patricea Elena, **The Impact of Brand Awareness, Brand Knowledge and Price Positioning on Perceived Risks Associated to Buying Online from Travel Agencies**, Revista Română de Marketing, Vol. 8, No. 3, 2013 (ISSN 1842-2454, p.13-22)
- Adriana Zait, Berteza Patricea Elena, **Methods for testing discriminant validity**, Management & Marketing Review Craiova, vol IX no.2, 2011
- Berteza Patricea, Ovidiu Moisescu, **Perceived risk, price and online agencies: Does price always matter?** Management & Marketing Review Craiova, vol IX no.1, June 2011
- Berteza Patricea Elena, **Scales for measuring perceived risk in e-commerce - testing influences on reliability**, Management & Marketing Review Craiova, VIII no.2, June 2010
- Berteza Patricea Elena, **Perceived risk and consumer protection strategies**, The Young Economists Journal, VIII Special Issue, April 2010

2. ARTICOLE ȘTIINȚIFICE PUBLICATE ÎN EXTENSO ÎN VOLUMELE CONFERINȚELOR – 150 puncte**a. Indexate ISI – 90 puncte**

- Patricia BERTEA, Ana MIHEI, **Social trust -differences and similarities between Eastern European countries**, EUROINT Conference Proceedings – EUROPEAN UNION IN TIMES OF CRISES – PERSPECTIVES AND SOLUTIONS, VOL 1, 2014, Iași, indexed ISI Thompson

- Zait, Adriana, Berteia, Patricea Elena, **Financial literacy - conceptual definition and proposed measurement instrument** “Monetary, INTERNATIONAL CONFERENCE MONETARY, BANKING AND FINANCIAL ISSUES IN CENTRAL AND EASTERN EU MEMBER COUNTRIES, Iasi, 2014, indexed ISI Thompson
- Berteia Patricea, Berteia Armand, **Factors that influence perceived risk in e-commerce**, International Conference Management of Technological Changes, Alexandroupolis, Grecia, septembrie 2011, indexed ISI Thompson
- Berteia Patricea, Berteia Armand, **Measuring perceived risk in e-commerce – alternative methods for scale validation**, International Conference Management of Technological Changes, Alexandroupolis, Grecia, septembrie 2011, indexed ISI Thompson
- Berteia Armand, Berteia Patricea, **A scale to measure perceived risk in e-learning adoption**, International Conference ELSE, București, aprilie 2011, indexed ISI Thompson
- Berteia Armand, Berteia Patricea Elena, **Modelling intention to adopt e-learning programs**, The 6th International Seminar on Quality Management in Higher Education, iulie 2010

b. Indexate BDI – 7.5 puncte

- Zetiu, Anca Mihaela, Berteia, Patricea Elena, **How a tourist destination may become a brand by means of events – a case study on Iasi as a candidate for European Cultural Capital 2021**, EUROINT Conference, mai 2015, Iasi

c. Alte categorii – 52.5 puncte

- Patricia Berteia, **CAN RELIGION AND PERCEIVED ENVIRONMENTAL RISK INFLUENCE ANTI-CONSUMPTION BEHAVIOUR?**, Marketing from Information to decision International Conference, Cluj, 2015
 - Cucurhan, Mihaela, Berteia Patricea Elena, **STUDENTS' BEHAVIOR TOWARDS SEARCH ENGINE ADVERTISING - A QUALITATIVE STUDY FOR GOOGLE**, GEBA 2015, Iasi
 - Berteia Patricea Elena, Zait Adriana, **ANTI-CONSUMPTION IN AN EMERGING ECONOMY: RELIGIOUS AND ENVIRONMENTAL DETERMINANTS. A RESEARCH PROPOSAL**, EMAC Regional Conference 2015, Viena
 - Ana MIHEL, Patricia BERTEA, „Alexandru Ioan Cuza” University of Iasi, **EU integration and trade with higher education services in Eastern European Countries**, E, Iasi, EUROINT Conference 2014
 - Berteia, Patricea, Van Herk, Hester, **A Method To Assess Validity Of Scales Developed In Western Countries For Use In Emerging Markets: An Example Using Perceived Risk In E-Commerce**, Proceedings of EMAC Regional Conference 2013, Sankt Petersburg
 - Berteia Patricea Elena, **Risk relivers**, Conferința Unity and Diversity in Knowledge Society, Iasi, 27-30 septembrie 2012
 - Berteia, Patricea Elena, **Perceived Risk In PSYCHOLOGY and Business ADMINISTRATION**, Proceedings of 8th Edition of International Conference “European Integration – New Challenges” - EINCO 2012, 25 – 26 May 2012, Faculty of Economic Sciences, University of Oradea, Romania.
 - Berteia Patricea, Adriana Zait, **Reflective versus formative measurement models for perceived risk**, EMAC Regional Conference, Iasi, septembrie 2011
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- Berteia, Patricea Elena, **Perceived Product Risk in E-commerce – Applying the Psychometric Paradigm**, German-French-Austrian Marketing Conference, Vienna, 15-17 Septembrie 2010
 - Berteia, Patricea Elena, **Perceived product risk and product attributes - the moderating effect of source credibility**, EMAC Regional, Budapest, Septembrie 2010
 - Berteia, Patricea Elena, **Perceived Risk and E-commerce Adoption - An Extension of the CAT Model**, Doctoral Colloquium, Academy of Marketing Conference, Coventry, England, iulie 2010
 - Berteia, Patricia. "Measuring students' attitude towards e-learning: A case study." *Proceedings of 5th International Scientific Conference on eLearning and Software for Education, Bucharest, April 9th-10th. 2009.*
 - Berteia, Patricea Elena, **Perceived risk and online shopping behaviour – a marketing perspective**, Proceedings of International Conference „Institutions and economic performance”, Iași, Romania, November 2009
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3. CĂRȚI ȘTIINȚIFICE PUBLICATE – 110.5 puncte

a. Edituri academice naționale

1. Patricea Elena Berteia, **RISCU ÎN COMERȚUL ELECTRONIC**, Editura Performantica, Iasi, 2016, 221 pag

4. CONTRACTE DE CERCETARE ȘTIINȚIFICĂ

a. Naționale – membru

- "Dezvoltarea Oportunităților oferite doctoranzilor pentru traiectorii flexibile în cariere de cercetare" POSDRU 6/1.5/S/25 – UAIC IASI 2008-2011
- "Societatea bazată pe cunoaștere – cercetări, dezbateri, perspective" POSDRU 89/1.5/S56815 ACADEMIA ROMÂNĂ FILIALA IAȘI 2012-2013

5. CITĂRI ALE LUCRĂRILOR ȘTIINȚIFICE – 310.68 puncte

- Adriana Zaiț, Berteia Patricea Elena, **Methods for testing discriminant validity**, Management & Marketing Review Craiova, vol IX no.2, 2011 – **190.69 puncte**
Citat în:
 - Whipple, Judith M., Stanley E. Griffis, and Patricia J. Daugherty. "Conceptualizations of Trust: Can We Trust Them?" *Journal of Business Logistics* 34.2 (2013): 117-130 – factor de impact = 1.833
 - Kaushik, Arun Kumar, and Zillur Rahman. "An alternative model of self-service retail technology adoption." *Journal of Services Marketing* 29.5 (2015): 406-420., factor de impact=1.021
 - Leong, Lai-Ying, et al. "An SEM-artificial-neural-network analysis of the relationships between SERVPERF, customer satisfaction and loyalty among low-cost and full-service airline." *Expert Systems with Applications* 42.19 (2015): 6620-6634. Factor de impact=2.981

- Contena, Bastianina, Yura Loscalzo, and Stefano Taddei. "Surfing on social network sites: A comprehensive instrument to evaluate online self-disclosure and related attitudes." *Computers in Human Behavior* 49 (2015): 30-37. Factor de impact=2.880
- Chang, Chingching. "Self-construal and Facebook activities: Exploring differences in social interaction orientation." *Computers in Human Behavior* 53 (2015): 91-101. Factor de impact=2.880
- Vohra, Jyoti, and Pavleen Soni. "Understanding dimensionality of children's food shopping behaviour in retail stores." *British Food Journal* 118.2 (2016). Factor de impact=0.973
- Geçti, Fatih, and Ikram Dastan. "The impact of social media-focused information & communication technologies on business performance via mediating mechanisms: An exploratory study on communication and advertising agencies in Turkey." *International Journal of Business and Management* 8.7 (2013): 106.
- Wu, Hung-Che, and Chi-Han Ai. "A study of festival switching intentions, festival satisfaction, festival image, festival affective impacts, and festival quality." *Tourism and Hospitality Research* (2015): 1467358415610375.
- Wilson, Ceri, and Jenny Secker. "Validation of the Social Inclusion Scale with students." *Social Inclusion* 3.4 (2015).
- Widiarti, Tri, et al. "Factors influencing the behavioral intention of public transport passengers." *International Journal of Quality & Reliability Management* 32.7 (2015): 666-692.
- Romão, João, et al. "Culture, product differentiation and market segmentation: a structural analysis of the motivation and satisfaction of tourists in Amsterdam." *Tourism Economics* 21.3 (2015): 455-474.
- Mortimer, Gary, et al. "Online grocery shopping: the impact of shopping frequency on perceived risk." *The International Review of Retail, Distribution and Consumer Research* (2016): 1-22.
- Bougoure, Ursula Sigrid, et al. "The impact of service failure on brand credibility." *Journal of Retailing and Consumer Services* 31 (2016): 62-71.
- Berteia, Patricia. **"Measuring students' attitude towards e-learning: A case study."** *Proceedings of 5th International Scientific Conference on eLearning and Software for Education, Bucharest, April 9th-10th. 2009. – 120 puncte*

Citat în

- Farahat, Taher. "Applying the technology acceptance model to online learning in the Egyptian universities." *Procedia-Social and Behavioral Sciences* 64 (2012): 95-104.
- Adewole-Odeshi, Egbe. "Attitude of Students Towards E-learning in South-West Nigerian Universities: An Application of Technology Acceptance Model." *Library Philosophy and Practice* (2014): 0_1.
- Suri, Gunamala, and Sneha Sharma. "Impact Of Age And Internet Access And Usage On Student's Attitude Towards E-Learning: A Study On Panjab University." *International Journal of Applied Services Marketing Perspectives* 1.2 (2012): 188.
- Rhema, Amal, and Iwona Miliszewska. "Analysis of student attitudes towards e-learning: The case of engineering students in Libya." *Issues in Informing Science and Information Technology* 11 (2014): 169-190.
- Zabadi, Abdelrahim M., and Amr Hussein Al-Alawi. "University Students' Attitudes towards E-Learning: University of Business & Technology (UBT)-Saudi Arabia-Jeddah: A Case Study." *International Journal of Business and Management* 11.6 (2016): 286.
- Hazeri, Afsaneh, and Mahboobeh Farzin-Yazdi. "E-learning from the perspective of library and information science students (case study of Alzahra, Yazd and Payamenoor Universities)." *New Library World* 116.7/8 (2015): 420-432.
- Ngeze, Lucian V. "Learning Management Systems in Higher Learning Institutions in Tanzania: Analysis of Students' Attitudes and Challenges towards the use of UDOM LMS in Teaching and Learning at the University of Dodoma." *International Journal of Computer Applications* 136.11 (2016).

- Dansarki, Isiyaku Dauda, Ahmad Fauzi Mohd Ayub, and Suhaida Abdul Kadir. "HYPOTHETICAL PREDICTION OF ICT USAGE BEHAVIOUR AMONG BUSINESS EDUCATION TEACHERS IN NIGERIAN COLLEGES OF EDUCATION." *Australian Journal of Sustainable Business and Society* 1.2 (2015).
- Lone, Mohammad Ayoob, Akhtar Neyaz Bhat, and Riyaz Ahmad Rather. "Gender differences in attitude about information and communication technology among university students." *Indian Journal of Health and Wellbeing* 6.6 (2015): 628.
- Çağlar, Emine Sevinç, and Tülay Turgut. "Factors Effecting E-Learning Preference: An Analysis On Turkish University Students From Government and Private Institutions." *Emerging Markets Journal* 4.1 (2014): 43.
- Ahmadpour, A., S. M. Mirdamadi, and S. Soltani. "Attitude towards On-the-job E-learning: The Case of Agricultural Extension Workers in Iran." *Journal of Agricultural Science and Technology* 18.1 (2016): 27-38.
- Seyal, Afzaal H., and Mohd Noah A. Rahman. "Understanding Learning Styles, Attitudes and Intentions in Using e-Learning System: Evidence from Brunei." *World Journal of Education* 5.3 (2015): 61.

6. PROFESOR/CERCETĂTOR INVITAT LA UNIVERSITĂȚI/INSTITUTE DE CERCETARE – 75 puncte

1. Konstanz University, octombrie 2009 – martie 2010
2. Vrije University of Amsterdam – 1 iulie – 30 octombrie 2012
3. Vienna University – 1 octombrie – 31 decembrie 2013

7. Participări la manifestări științifice – membru comitet de organizare – 15 puncte

1. EMAC REGIONAL IAȘI 2011

B. ACTIVITATE DIDACTICĂ 30% – 53.8 puncte

1. Manual

2. Patricea Berteș, Adrian Monoranu, Corneliu Munteanu, **Tehnici Promotionale**, Editura Performantica Iasi, 2016, 188pag. – 18.8 puncte

2. Materiale suport curs, seminar, lucrări practice

3. Elaborare caiet lucrări practice disciplina Tehnici Promoționale – 10 puncte
4. Elaborare caiet lucrări practice disciplina E-Marketing – 10 puncte
5. Elaborare suport curs E-Marketing – 10 puncte

3. Organizare de aplicații și practică de specialitate

6. Participare concurs Google Online Marketing Challenge cu echipe de studenți – 5 puncte