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LECTOR POZ.53 – E-MARKETING, MARKETING, TEHNICI PROMOȚIONALE

A. 6 articole publicate în extenso în reviste internaționale din care 4 indexate BDI

1. Berteia 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**
2. Adriana Zait, Berteia Patricea Elena, Response Styles in Cross-Cultural Research – Evidence from Historical Regions, Cross-Cultural Management Journal, No. 4, 2014, p.21-29
<https://www.cceol.com/search/article-detail?id=206531>
3. Berteia Patricea Elena, Zait, Adriana, **Scale validity in exploratory stages of research**, Management & Marketing Review Craiova, vol XI, no.1, **2013**
http://econpapers.repec.org/article/aiomanmar/v_3axi_3ay_3a2013_3ai_3a1_3ap_3a38-46.htm
4. Zait, Adriana, Berteia Patricea, **Privacy risk - not a risk for Romanian online shoppers?**, Management & Governance, no. 10/**2013**
<http://cejsh.icm.edu.pl/cejsh/element/bwmeta1.element.desklight-6aa3edf7-80d4-46de-acd8-814d5a0e524f>
5. Berteia 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
http://econpapers.repec.org/article/zagmarket/v_3a25_3ay_3a2013_3ai_3a2_3ap_3a213-229.htm
6. Moisescu Ovidiu I., Berteia 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)
<http://connection.ebscohost.com/c/articles/94437188/impact-brand-awareness-brand-knowledge-price-positioning-perceived-risks-associated-buying-online-from-travel-agencies>
7. Adriana Zait, Berteia Patricea Elena, **Methods for testing discriminant validity**, Management & Marketing Review Craiova, vol IX no.2, 2011
http://econpapers.repec.org/article/aiomanmar/v_3aix_3ay_3a2011_3ai_3a2_3ap_3a217-224.htm
8. Berteia Patricea, Ovidiu Moisescu, **Perceived risk, price and online agencies: Does price always matter?** Management & Marketing Review Craiova, vol IX no.1, June 2011
http://econpapers.repec.org/article/aiomanmar/v_3aix_3ay_3a2011_3ai_3a1_3ap_3a32-42.htm
9. Berteia Patricea Elena, **Scales for measuring perceived risk in e-commerce - testing influences on reliability**, Management & Marketing Review Craiova, VIII no.2, June 2010

http://econpapers.repec.org/article/aiomanmar/v_3aviii_3ay_3a2010_3ai_3as1_3ap_3as81-s92.htm

B. 2 articole ISI – inclusiv volume ale conferințelor indexate ISI

http://apps.webofknowledge.com/Search.do?product=UA&SID=R21TPdLRIFgYsHkyJoP&search_mode=GeneralSearch&prID=e65c80a7-53ca-4231-ad60-9a24c711853b

1. 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
2. Zait, Adriana, Berteza, 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
3. Berteza Patricea, Berteza Armand, **Factors that influence perceived risk in e-commerce**, International Conference Management of Technological Changes, Alexandroupolis, Grecia, septembrie 2011, indexed ISI Thompson
4. Berteza Patricea, Berteza 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
5. Berteza Armand, Berteza Patricea, **A scale to measure perceived risk in e-learning adoption**, International Conference ELSE, București, aprilie 2011, indexed ISI Thompson

C. Membru în echipa a 2 proiecte de cercetare sau carte de autor unic publicată în editură academică

PROIECTE

1. Cercetator doctorand în cadrul proiectului „Dezvoltarea oportunitatilor oferite doctoranzilor pentru traiectorii flexibile în cariera de cercetare”; POSDRU- 6/1.5/S/25 – UAIC IASI în perioada 2008 – 2011
2. Cercetator post-doc în cadrul proiectului "Societatea Bazata pe Cunoaștere – cercetari, dezbateri, perspective" POSDRU/89/1.5/S/56815 derulat în cadrul Academiei Române Filiala Iași - 2012-2013
3. Cercetător post-doc prin bursă Ernst Mach oferită prin concurs de Guvernul Austriei, la Universitatea din Viena, în perioada octombrie – decembrie 2013.

CARTE

1. Patricea Elena Berteza, **RISCU ÎN COMERȚUL ELECTRONIC**, Editura Performantica, Iași, 2016, 221p