

LISTĂ DE LUCRĂRI

Asist. univ. dr. BERTEA PATRICEA ELENA

A. TEZĂ DE DOCTORAT

1. **Relația dintre riscul perceput și intenția de cumpărare în comerțul electronic - o analiză din perspectiva marketingului, septembrie 2011, calificativ: Excelent**

B. ARTICOLE ȘTIINȚIFICE PUBLICATE ÎN EXTENSO ÎN REVISTE 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. Bulai, Oana, Berteia, Patricea Elena, **Experiential Marketing – a new paradigm**, Revista Tineri Economisti, nr. 23, Nov 2014
3. 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
4. Berteia Patricea Elena, Zait, Adriana, **Scale validity in exploratory stages of research**, Management & Marketing Review Craiova, vol XI, no.1, 2013
5. Zait, Adriana, Berteia, Patricea, **Privacy risk - not a risk for Romanian online shoppers?**, Management & Governance, no. 10/2013
6. 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
7. 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)
8. Adriana Zait, Berteia Patricea Elena, **Methods for testing discriminant validity**, Management & Marketing Review Craiova, vol IX no.2, 2011
9. Berteia Patricea, Ovidiu Moisescu, **Perceived risk, price and online agencies: Does price always matter?** Management & Marketing Review Craiova, vol IX no.1, June 2011
10. Berteia Patricea Elena, **Scales for measuring perceived risk in e-commerce - testing influences on reliability**, Management & Marketing Review Craiova, VIII no.2, June 2010
11. Berteia, Patricea Elena, **Perceived risk and consumer protection strategies**, The Young Economists Journal, VIII Special Issue, April 2010

C. ARTICOLE ȘTIINȚIFICE PUBLICATE ÎN EXTENSO ÎN VOLUMELE CONFERINȚELOR

a. Indexate ISI

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, 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
3. 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
4. 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
5. Berteia Armand, Berteia Patricea, **A scale to measure perceived risk in e-learning adoption**, International Conference ELSE, București, aprilie 2011, indexed ISI Thompson
6. 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

1. 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

1. Patricia Berteia, **CAN RELIGION AND PERCEIVED ENVIRONMENTAL RISK INFLUENCE ANTI-CONSUMPTION BEHAVIOUR?**, Marketing from Information to decision International Conference, Cluj, 2015
 2. Cuciurhan, Mihaela, Berteia Patricea Elena, **STUDENTS' BEHAVIOR TOWARDS SEARCH ENGINE ADVERTISING - A QUALITATIVE STUDY FOR GOOGLE**, GEBA 2015, Iasi
 3. Berteia Patricea Elena, Zait Adriana, **ANTI-CONSUMPTION IN AN EMERGING ECONOMY: RELIGIOUS AND ENVIRONMENTAL DETERMINANTS. A RESEARCH PROPOSAL**, EMAC Regional Conference 2015, Viena
 4. 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
 5. 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
 6. Berteia Patricea Elena, **Risk relivers**, Conferința Unity and Diversity in Knowledge Society, Iasi, 27-30 septembrie 2012
 7. 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.
 8. Berteia Patricea, Adriana Zait, **Reflective versus formative measurement models for perceived risk**, EMAC Regional Conference, Iasi, septembrie 2011
 9. Berteia, Patricea Elena, **Perceived Product Risk in E-commerce – Applying the Psychometric Paradigm**, German-French-Austrian Marketing Conference, Vienna, 15-17 Septembrie 2010
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10. Berteza, Patricea Elena, ***Perceived product risk and product attributes - the moderating effect of source credibility***, EMAC Regional, Budapest, Septembrie 2010
 11. Berteza, Patricea Elena, ***Perceived Risk and E-commerce Adoption - An Extension of the CAT Model***, Doctoral Colloquium, Academy of Marketing Conference, Coventry, England, iulie 2010
 12. Berteza, 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.*
 13. Berteza, 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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D. CĂRȚI ȘTIINȚIFICE PUBLICATE

a. Edituri academice naționale

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

E. MANUALE

1. Patricea Berteza, Adrian Monoranu, Corneliu Munteanu, **Tehnici Promotionale**, Editura Performantica Iași, 2016, 188pag. – 18.8 puncte