

Lista completă de lucrări

a) Lista celor mai relevante 10 lucrări cu caracter științific

1. **Andrei, A.G.**, Zait, A., Vătămănescu, E.M., & Pînzaru, F. (2017). Word of mouth generation and brand communication strategy: findings from an experimental study explored with PLS-SEM. *Industrial Management & Data Systems*, 117 (3): 478 – 495. <https://doi.org/10.1108/IMDS-11-2015-0487> ; ISSN: 0263-5577; WOS:000401033700003; [Impact Factor: 2.205; AIS: 0.321; cuartila: Q2]
2. **Andrei, A.G.**, Gazzola, P., Zbucnea, A., & Alexandru, V.A. (2017). Modeling socially responsible consumption and the need for uniqueness: a PLS-SEM approach. *Kybernetes*, 46(8): 1325-1340. <https://doi.org/10.1108/K-03-2017-0103>; ISSN: 0368-492X; WOS:000411120100003; [Impact Factor: 0.811; AIS: 0.095; cuartila Q4]
3. Vătămănescu, E.-M., **Andrei, A.G.**, Nicolescu, L., Pînzaru, F., & Zbucnea, A. (2017). The Influence of Competitiveness on SMEs Internationalization Effectiveness. Online versus Offline Business Networking. *Information Systems Management*, 34(3): 205-219. <http://dx.doi.org/10.1080/10580530.2017.1329997> ; ISSN: 1058-0530; WOS:000407168600003 [Impact Factor: 1.298; AIS: 0.457; cuartila Q3]
4. Vătămănescu, E. M., **Andrei, A. G.**, Dumitriu, D. & Leovaridis, C. (2016). Harnessing network-based intellectual capital in online academic networks. From the organizational policies and practices towards competitiveness. *Journal of Knowledge Management*, 20(3): 594-619. <https://doi.org/10.1108/JKM-05-2015-0208> ; ISSN: 1367-3270; WOS:000379818700011; [Impact Factor: 2.053; AIS: 0.340; cuartila Q2]
5. Vătămănescu, E.-M., Pînzaru, F., **Andrei, A.G.**, & Zbucnea, A (2016). Investigating SMEs sustainability with partial least squares structural equation modeling. *Transformations in Business & Economics*, 15(3), 259-273. <http://www.transformations.knf.vu.lt/39/article/inve> ; ISSN: 1648-4460; WOS:000391161100016; [Impact Factor: 0.556; AIS: 0.043; cuartila Q4]
6. Păduraru, T., Vătămănescu, E., **Andrei, A.G.**, Pînzaru, F., Zbucnea, A., Maha, L., & Boldureanu, G. (2016). Sustainability in relationship marketing: an exploratory model for the industrial field. *Environmental Engineering and Management Journal*, 15(7): 1635-1647. <http://eemj.eu/index.php/EEMJ/article/view/2996> ISSN: 1582-9596; WOS:000384472000023; [Impact Factor: 1.096; AIS: 0.073; cuartila Q4]
7. **Andrei A.G.** & Zaiț A. (2014). Branding insights: an interdisciplinary journey from perception to action. In Brătianu, C., Zbucnea, A., Pînzaru, F., Vătămănescu, E. M. (Eds.), *Strategica. Management, Finance, and Ethics*. (pp. 593-604). Bucharest: Tritonic. ISBN:978-606-8571-52-2; ISSN: 2392-702X; WOS:000361386000030.
8. **Andrei A G.**, Zait, A., & Vătămănescu, E.M. (2015). Youths' trust in banking. An exploratory study among Romanian consumers. In Roman, A, Anton, SG, Bilan, I (Eds.) Euro and the European banking system: evolutions and challenges (pp.25-34). Iasi: Editura Univ Al. Ioan Cuza Iasi. ISBN:978-606-714-142-9; WOS:000362516600002
9. **Andrei, A.G.**, Zaiț, A., & Vătămănescu, E.M. (2016). Why extending examination with non-parametric approaches? Insights from a study on advertisement's effectiveness. In Brătianu, C., Zbucnea, A., Pînzaru, F., Leon, R., & Vătămănescu, E.M. (Eds.), *Strategica. Opportunities and Risks in the Contemporary Business Environment* (pp. 347-358). Bucharest: Tritonic. ISBN:978-606-749-181-4; ISSN: 2392-702X; WOS:000392267300028.
10. **Andrei, A. G.**, & Zaiț, A. (2018). *The Sharing Economy in Post-communist Societies: Insights from Romania*. In Vătămănescu, E.M. & Pînzaru, F. (Eds.), *Knowledge Management in the Sharing Economy. Cross-Sectoral Insights into the Future of Competitive Advantage* (pp. 39 - 55). Cham: Springer International Publishing. Publicat în 16 /11/2017. Copyright: 2018. Hardcover ISBN 978-3-319-66889-5; eBook ISBN 978-3-319-66890-1; DOI: 10.1007/978-3-319-66890-1; Series ISSN: 2199-86663; https://link.springer.com/chapter/10.1007/978-3-319-66890-1_3

b) Teza de doctorat

Andrei A.G. (2012). *Rolul percepțiilor privind căldura și competența brandului corporatist în mediile de socializare online*. Teză de doctorat. Facultatea de Economie și Administrarea Afacerilor, Universitatea Alexandru Ioan Cuza Iași.

c) Brevete de invenție și alte titluri de proprietate industrială - Nu este cazul.

d) Cărți și capitole în cărți

Cărți:

1. **Andrei, A.G.** (2017). *Branding și comunicare online: Rolul percepțiilor privind intențiile și competența organizației*. Iași: Editura Performantica. ISBN: 978-606-685-537-2 (145 pagini).

2. Vătămănescu, E.M. & **Andrei, A.G.** (2014). *Internaționalizarea afacerilor – dinspre analiza economică și de risc către leadershipul intercultural*. București: Editura Tritonic. ISBN: 978-606-8571-44-7 (149 pagini).

Capitole în cărți:

1. **Andrei, A. G.**, & Zait, A. (2018). *The Sharing Economy in Post-communist Societies: Insights from Romania*. In Vătămănescu, E.M. & Pinzaru, F. (Eds.), *Knowledge Management in the Sharing Economy. Cross-Sectoral Insights into the Future of Competitive Advantage* (pp. 39 - 55). Cham: Springer International Publishing.

Publicat în 16/11/2017. Copyright: 2018. Hardcover ISBN 978-3-319-66889-5; eBook ISBN 978-3-319-66890-1; DOI: 10.1007/978-3-319-66890-1; Series ISSN: 2199-86663; https://link.springer.com/chapter/10.1007/978-3-319-66890-1_3

2. Vătămănescu E.M., **Andrei A.G.**, Leovaridis C., Dumitriu D.L. (2015). *The Intellectual Capital within Online Academic Networks. An Exploratory Approach*. In Vătămănescu E.M. (ed.) *Handling Knowledge: From Capitalization towards Innovation* (pp. 89-122). Verlag, LAP LAMBERT Academic Publishing, Saarbrücken, Germany. ISBN: 978-3-659-78527-6.

3. **Andrei A. G** (2015). *Storytelling, marketing si branding*. In Pinzaru F.(ed) *Business storytelling: branduri si povesti* (pp. 95-122). Tritonic: Bucuresti. ISBN: 978-606-749-010-7.

e) Articole /studii în extenso, în reviste din fluxul științific internațional principal

1. **Andrei, A.G.**, Zait, A., Vătămănescu, E.M., & Pinzaru, F. (2017). Word of mouth generation and brand communication strategy: findings from an experimental study explored with PLS-SEM, *Industrial Management & Data Systems*, 117 (3): 478 – 495. <http://www.emeraldinsight.com/doi/abs/10.1108/IMDS-11-2015-0487> WOS:000401033700003; [Impact Factor: 2.205; AIS: 0.321; cuartila: Q2]

2. **Andrei, A.G.**, Gazzola, P., Zbucea, A., & Alexandru, V.A. (2017). Modeling socially responsible consumption and the need for uniqueness: a PLS-SEM approach. *Kybernetes*, 46(8): 1325 – 1340. <http://www.emeraldinsight.com/doi/abs/10.1108/K-03-2017-0103> WOS:000411120100003; [Impact Factor: 0.811; AIS: 0.095; cuartila: Q4]

3. Vătămănescu, E.-M., **Andrei, A.G.**, Nicolescu, L., Pinzaru, F., & Zbucea, A. (2017). The Influence of Competitiveness on SMEs Internationalization Effectiveness. *Online versus Offline Business Networking. Information Systems Management*, 34(3): 205-219. <http://www.tandfonline.com/doi/full/10.1080/10580530.2017.1329997> WOS:000407168600003; [Impact Factor: 1.298; AIS: 0.457; cuartila Q3]

4. Vătămănescu, E.-M., Pinzaru, F., **Andrei, A.G.**, & Zbucea, A (2016). Investigating SMEs sustainability with partial least squares structural equation modeling. *Transformations in Business & Economics*, 15(3):

259-273. <http://www.transformations.knf.vu.lt/39/article/inve>.

WOS:000391161100016; [Impact Factor: 0.556; AIS: 0.043; cuartila Q4]

5. Păduraru, T., Vătămănescu, E.-M., **Andrei, A.G.**, Pinzaru, F., Zbucnea, A., Maha, L.G., & Boldureanu, G. (2016). Sustainability in Relationship Marketing: An Exploratory Model for the Industrial Field.

Environmental Engineering and Management Journal, 15(7): 1635-1647.

<http://eemj.eu/index.php/EEMJ/article/view/2996>

WOS:000384472000023; [Impact Factor: 1.096; AIS: 0.073; cuartila Q4]

6. Vătămănescu, E.-M., **Andrei, A.G.**, Dumitriu, D.-L., & Leovaridis, C. (2016). Harnessing network-based intellectual capital in online academic networks. From the organizational policies and practices towards competitiveness. *Journal of Knowledge Management*, 20(3): 594 - 619.

<http://www.emeraldinsight.com/doi/abs/10.1108/JKM-05-2015-0208> WOS:000379818700011; [Impact Factor: 2.053; AIS: 0.340; cuartila Q2]

7. Gorgos, E. A., Vătămănescu, E. M., & **Andrei, A. G.** (2016). Europeanization through students' lens: EU versus EaP citizens. Is there a collective identity?. *Eastern Journal of European Studies*, 7(2): 185-206.

http://ejes.uaic.ro/EJES2016_vol7_issue2.htm WOS:000390949500010

8. Vătămănescu, E.M., Gorgos, E.A., **Andrei, A. G.** & Alexandru, V. A. (2016). The Technological advent and dynamics of the network society. The middle-aged approach. *BRAIN. Broad Research in Artificial Intelligence and Neuroscience*, 7(3):16-30.

<http://www.edusoft.ro/brain/index.php/brain/article/view/621>

WOS:000390248500002

9. Zait, A., **Andrei, A.G.**, Horodnic, I.A., & Berteau, P.E. (2016). Stereotyping Effects on Cities:

Measurement Scales for City's Warmth and Competence. *Management Dynamics in the Knowledge Economy* 4 (2): 263-275.

<https://EconPapers.repec.org/RePEc:nup:jrmcke:v:4:y:2016:i:2:p:263-275>

10. Vătămănescu, E. M., Dumitriu D.L. ,**Andrei, A.G.**, Leovaridis C. (2015), Networking Intellectual Capital towards Competitiveness: An Insight into the European Higher Education Institutions, *Electronic Journal of Knowledge Management*, 13(3): 228 – 239.

<http://www.ejkm.com/volume13/issue3/p228>

11. **Andrei A.G.** & Zait A. (2014). Perceptions of warmth & competence in online networking: an experimental analysis of a company launch. *Review of Economic and Business Studies*, 7(1):11-29.

<https://EconPapers.repec.org/RePEc:aic:revebs:y:2014:i:13:andreia>

12. **Andrei A.G.** & Zait A. (2014). Worthy intentions on the road to brand trust. *Management Dynamics in the Knowledge Economy*, 2(3): 472-479.

<https://EconPapers.repec.org/RePEc:nup:jrmcke:v:2:y:2014:i:6:p:472-479>

13. Vătămănescu, E.M., **Andrei, A.G.**, Pinzaru, F.M., Alexandru, V.A. (2014). An insight into romanian business consulting organizations from an ethical standpoint. *Management Dynamics in the Knowledge Economy*, 2(3): 440-452.

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14. Vătămănescu, E.M., Pinzaru, F.M., **Andrei, A.G.**, Alexandru, V (2014). Going international versus going global. The case of the european steel pipe SMEs, *Review of International Comparative Management*.

Vătămănescu, E.M. & Andrei, A.G. (2014).

<https://EconPapers.repec.org/RePEc:rom:rmcimn:v:15:y:2014:i:3:p:360-379>

15. **Andrei A.** (2012). Word of Mouse Approach for Word of Mouth Measurement. *The USV Annals of Economics and Public Administration*, 12(2): 87-93.

[https://EconPapers.repec.org/RePEc:scm:usvaep:v:12:y:2012:i:2\(16\):p:87-93](https://EconPapers.repec.org/RePEc:scm:usvaep:v:12:y:2012:i:2(16):p:87-93)

16. Iacob, A. & **Andrei, A.G** (2011). Human Capital and Organizational Performance. *Managerial Challenges of the Contemporary Society*, 2/2011, pp. 130-136.

<http://connection.ebscohost.com/c/articles/77410496/human-capital-organizational-performance>

17. Andrei, A.G., Iacob, A., Iosub, D (2010). Motivations for Using Social Networking Sites: The Case of Romania. *Revista Economică*, 5(52):17-22.

https://econpapers.repec.org/article/blgreveco/v_3a52.1_3ay_3a2010_3ai_3a5_3ap_3a1-259.htm

18. Talaba, M. & Andrei, A.G (2010). Facets of pharmacists recommendation on over-the-counter market in Romania. *Studies and Scientific Researches - Economic Edition*, 15(2010): 493 – 500.

<https://EconPapers.repec.org/RePEc:bac:fsecub:10-15-79>

19. Andrei, A.G & Talaba M. (2010). Brand Leadership in the contemporary economy. *Studies and Scientific Researches - Economic Edition*, 15(2010): 294-304.

<https://EconPapers.repec.org/RePEc:bac:fsecub:10-15-50>

20. Andrei, A.G. & Dumea, A. (2010). Economics of Long Tail a Challenge for Branding. *The Annals of the "Stefan cel Mare" University of Suceava. Fascicle of The Faculty of Economics and Public Administration*, 10 (2010): 210-216. <https://EconPapers.repec.org/RePEc:scm:ausvfe:v:10:y:2010:i:special:p:210-216>

f) Publicații în extenso, în lucrări ale principalelor conferințe internaționale de specialitate:

1. Torp, A., Andrei, A.G., Purcarea, A.A. (2017). The Relationship between an Employee's Energetic Structure and Professional Performance. In Pînzaru, F., Zbucnea, A., Brătianu, C., Vătămanescu, E.-M., & Mitan, A. (Eds.) (2017). *Strategica. Shift. Major Challenges of Today's Economy* (pp. 219-229). București: Tritonic, ISBN: 978-606-749-269-9 (ISI Proceedings).

2. Zait, A., Andrei, A.G., Stoian Bobalca C., Tugulea O. (2017). Empowering Civic Minded Citizens in Knowledge-Based Society. In Marimon, F., Mas-Machuca, M., Berbegal-Mirabent, J., & Bastida, R. (Eds.), *Proceedings of the 18th European Conference on Knowledge Management ECKM 2017* (pp. 1051-1058). Reading, UK: Academic Conferences and Publishing International Limited, E-Book ISBN: 978-1-911218-49-4, E-Book ISSN: 048-8971 (ISI Proceedings).

3. Zait, A., Andrei, A.G., Horodnic, I.A. (2017). Civic engagement in a digital time – is there a divide in terms of social civic behavior? In Hansen H., Müller-Török R, Nemeslaki A., Pichler J., Prosser A, Scola D. (Eds.), *Digital Divide in the Danube Region: Is it still significant in explaining ICT adoption in eDemocracy and eGovernment? CEEeGov Days 2017*: Budapest, pp.15-20.

4. Zait, A., Horodnic, I.A., Andrei, A.G. (2017). Perceived identities of Eastern European cities – are they affected by the changes in the EU's borders? In *Proceedings of 23rd International Scientific Conference of the PGV Network, Casablanca*, 14-16 September 2017.

5. Andrei, A.G., Zait, A., & Vătămanescu, E.-M. (2016). Why extending examination with non-parametric approaches? Insights from a study on advertisement's effectiveness. In Brătianu, C., Zbucnea, A., Pînzaru, F., Leon, R.D., & Vătămanescu, E.-M. (Eds.), *Strategica. Opportunities and Risks in the Contemporary Business Environment* (pp. 347-358). București: Tritonic, ISBN: 978-606-749-181-4. (ISI Proceedings).

6. Vătămanescu E.-M., Zbucnea, A., Pînzaru, F., & Andrei, A.G. (2016). The Impact of Relational Capital on SME Internationalization. Leveraging Online Versus Offline Business Networking. In Moffett, S., & Galbraith, B. (Eds.), *Proceedings of the 17th European Conference on Knowledge Management* (pp. 926-935). Reading, UK: Academic Conferences and Publishing International Limited, ISSN: 2048-8971; ISBN: 978-1-911218-03-6 (ISI Proceedings).

7. Vătămanescu, E.-M., Gorgos, E.-A., & Andrei, A.G. (2016). Ethical challenges in the online media landscape. In Țăranu, A. (Ed.), *Proceedings of Third Academos Conference 2016. Governing for the Future: Interdisciplinary Perspectives for a Sustainable World* (pp. 1-10). Bologna: Medimond, ISBN: 978-88-7587-731-6 (ISI Proceedings).

8. **Andrei A. G.**, Zait. A., Vătămănescu, E.M. (2015). Youths' trust in banking. An exploratory study among Romanian consumers. In *Proceedings of the International Conference Euro and the European Banking System: Evolutions and Challenges*, Iasi, 2015, pp.25-34.(ISI Proceedings).
9. Zaiț, A, Berteau P.E., **Andrei A.G.** (2015) Present issues in entrepreneurship – a synthesis of antecedents and consequences at individual, organizational and societal level, In *21st Int Sci Conf of PGV Network - For Stronger Europe Renovation of the Economic, Entrepreneurial, Political, Teritorial and Educational*, Banska Bystrica, SLOVAKIA , ISBN 978-80-557-0921-5. (ISI Proceedings).
10. Vătămănescu, E.M., Gorgos, E.A., **Andrei A. G.** (2015). New media as a catalyst of european identity. In *Proceedings of EURINT 2015, International Conference, Regional Development and Integration. New challanges for the EU*, Iasi 2015, pp. 353-370.(ISI Proceedings).
11. Vătămănescu E.M., **Andrei, A.G.**, Leovaridis, C, Dumitriu D. (2015). Exploring network-based intellectual capital as a competitive advantage. An insight into European universities from developing economies. In *Proceedings of the 7th European Conference on Intellectual Capital ECIC 2015*, Reading, UK: Academic Conferences and Publishing International Limited, pp. 350-358. (ISI Proceedings).
12. Vătămănescu E.M, Alexandru V.A., **Andrei A.G.** (2015). The 5 Cs relational leader. A preliminary framework for corporate intercultural accommodation. In Bratianu C. et al. (eds.) *Strategica. Local versus Global. Proceedings of International Academic Conference Strategica 2015*, Bucharest, Romania, pp. 303-312. (ISI Proceedings).
13. **Andrei, A.G.** (2015). Romanian Language Scales for Warmth and Competence. In I. Boldea (Eds.), *Debates on Globalization. Approaching National Identity through Intercultural Dialogue. Proceedings of the 2nd International Conference "Globalization between Intercultural Dialogue and National Identity"*, pp. 851-857.
14. Nicolescu, L., Vătămănescu, E.-M., **Andrei, A.G.**, Pinzaru, F. (2015). Towards a Sustainability Framework for Relationship Marketing. An Insight into European Steel Pipe Businesses. În Pamfilie R, Dinu V, Tăchiciu L (eds.) *Proceedings of BASIQ 2015 International Conference: New Trends in Sustainable Business and Consumption* (pp. 449-456). Bucuresti: Editura ASE, ISSN: 2457 – 483X
15. **Andrei A.G.** & Zaiț A. (2014). Branding insights: an interdisciplinary journey from perception to action. In Brătianu, C., Zbucnea, A., Pinzaru, F., Vătămănescu, E. M. (Eds.), *Strategica. Management, Finance, and Ethics*. (pp. 593-604). Bucharest: Tritonic Publishing House. (ISI Proceedings).
16. **Andrei, A.G** & Iacob, A. (2011). From user's motivations to branding: the case of social networks. In Airinei, D; Pintilescu, C; Asandului, M; Andries, AM (Eds), *Proceedings of 4th International Conference on Globalization and Higher Education in Economics and Business Administration – GEBA*, pp. 139-144. (ISI Proceedings).
17. **Andrei, A.G**, Iacob, A., Iosub, D (2010). Motivations for Using Social Networking Sites: The Case of Romania. In *Economic World Destiny: Crisis and Globalization? Section III: Marketing, commerce and tourism and a new paradigm of change*:11-16. (ISI Proceedings).
18. Iacob, A., **Andrei, A.G**, Iosub, D. (2010). Big Five theory in human resources evaluation, *Proceedings of International Conference institutions and economic performance*, Iasi, Romania, 18-19 June 2010, pp. 326-338.
19. Iosub D., **Andrei, A.G**, Iacob A. (2009). Patterns of Social Influence in Social Networking Sites – a Design Perspective. *Proceedings of International Conference Institutions and Economic Performance*, Iasi, Romania, 20-21 November 2009, pp. 197–203.

g) Alte lucrări și contribuții științifice sau, după caz, din domeniul creației artistice.

Alte lucrări prezentate la evenimente științifice internaționale:

- 1. Andrei, A.G.** (2015)..Exploring consumer perceptions with Zaltman Metaphor Elicitation Technique. The use of the method in a study on trust in banking, seminar științific susținut în 2 Iulie 2015, în calitate de cercetător invitat la *CERAG atelier scientifique*, Université Pierre Mendès France.
- 2. Andrei, A.G.** (2015)..Romanian managers' understanding of social responsibility: proactive vs. reactive strategies. Conferința științifică internațională Progrese în teoria deciziilor economice în condiții de risc și incertitudine, *Zilele academice ieșene*, Ediția a XXX- a 25 septembrie 2015, Iași, Romania. <http://zai.acadiasi.org/>
- 3. Andrei, A.G.** (2011). Perceptions of Corporate Brand Warmth & Competence and Their Role in The Context of Online Social Networking. *International Conference of European Marketing Academy, 2nd EMAC Regional Conference, Doctoral Seminar*, 21-23 September 2011, Iași, Romania.
- 4. Andrei, A.G.** (2011). Perceptions of Firm's Warmth & Competence and their role in the context of Online Networking, *Research Seminar of CGS*, 28 June 2011, Cologne University, Köln, Germany.

Alte lucrări publicate în reviste din fluxul științific

Andrei A.G. (2014). Dezvoltare sustenabilă în cadrul Uniunii Europene, standarde și legislație de raportare a responsabilității sociale a organizațiilor, *Europa Strategica*, nr. 10, 26-28. ISSN 2068 – 4606.

Data: 27/12/2017

Andrei Andreia Gabriela