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|  |  |  | ***ANEXA 1*** |
| **DOSPINESCU NICOLETA** | |  |  |
| **FIŞA DE EVALUARE GENERALĂ A STANDARDELOR UNIVERSITĂŢII** | | | |
| http://www.uaic.ro/wp-content/uploads/2013/08/1-METODOLOGIA-DE-OCUPARE-POSTURI-DIDACTICE-PER.NEDET\_.CORECT-07.06.2016-BUN.pdf | | | |
|  |  |  |  |
| **CRITERII** | **DESCRIPTORI** | **PUNCTAJ** | **PUNCTAJUL OBŢINUT** |
| **ACTIVITATEA DE CERCETARE (70%)** | **1.** Articole ştiinţifice publicate *in extenso* în reviste cotate *Web of Science* cu factor de impact | (60 puncte x factor de impact +25) / număr autori | 209.87 |
| **2.** Articole ştiinţifice publicate *in extenso* în reviste *Web of Science* fără factor de impact | 20 puncte / număr autori |  |
| **3.**Articole ştiinţifice publicate *in extenso* în reviste indexate BDI | 15 puncte / număr autori | 112.50 |
| **4.** Articole ştiinţifice publicate *in extenso* în volumele conferinţelor | indexate ISI:30 puncte/numar autori | 60.00 |
| indexate BDI: 15 puncte / numar autori |  |
| alte categorii: 5 puncte/ numar autori | 32.50 |
| **5.** Cărţi ştiinţifice publicate (doar prima ediţie). | edituri academice internationale: 100 puncte la 100 de pagini/ numar autori |  |
| alte edituri internationale: 70 puncte la 100 de pagini/ numar autori | 7.70 |
| edituri academice nationale: 50 puncte la 100 de pagini/ numar autori |  |
| alte edituri nationale: 20 puncte la 100 de pagini / numar autori | 106.60 |
| **9.** Contracte de cercetare ştiinţifică in institutii academice (universitati, institute ale Academiei Romane, institute nationale de cercetare, institute de cercetare din strainatate, alte catehorii de institute academice) | contracte nationale - membru: 50 de puncte pentru fiecare 500.000 lei | 4.86 |
| **12.** Citări şi recenzii ale lucrărilor ştiinţifice | în reviste de specialitate din străinătate: (10+20\*factor de impact)/numar autori, pentru fiecare citare | 151.81 |
| în reviste de specialitate din ţară: (5 + 10 x factor de impact) / număr autori | 20.00 |
| citare în monografii din străinătate: 50 puncte / număr autori |  |
| citare în monografii din ţară: 25 puncte / număr autori |  |
| **13.** Lucrări ştiinţifice sustinute in calitate de invitat la manifestari stiintifice (conferinte, congrese, simpozioane, seminarii, ateliere) | strainatate: 25 puncte pentru fiecare activitate | 250.00 |
| tara: 10 puncte pentru fiecare activitate | 40.00 |
| **14.** Profesor invitat la universităţi de prestigiu | în străinătate: 25 puncte pentru fiecare activitate | 25.00 |
| **15.** Membru in Editorial Board& Advisory Board | Reviste internationale, editor, 15 de puncte pentru fiecare revista; membru, 10 de puncte pentru fiecare revista. | 20.00 |
| **19.** Participari la manifestari stiintifice | internationale: presedinte comitet organizare/ consiliu stiintific, 25 puncte pentru fiecare activitate; membru comitet organizare/ consiliu stiintific, puncte pentru fiecare activitate; moderator panel, 15 puncte pentru fiecare activitate; raportor pe sectiuni, 10 puncte pentru fiecare activitate | 15.00 |
| nationale: presedinte comitet organizare/consiliu stiintific, 15 puncte; membru comitet organizare, 5 puncte fiecare activitate; moderator panel, 5 puncte fiecare activitate; raportor pe sectiuni, 2 puncte pentru fiecare activitate | 24.00 |
|  | **TOTAL ACTIVITATE DE CERCETARE** | | **1079.84** |
| **ACTIVITATEA DIDACTICA (30%)** | **1.** Tratate şi manuale universitare | 30 puncte la 100 pagini / număr de autori | 164.10 |
|
|
| **2.** Proiecte didactice (înfiinţare dotare cu dovezi demonstrabile laboratoare licenţă, master, săli workshop, biblioteci proprii facultăţilor, departamentelor, laboratoarelor şi grupurilor) | 40 puncte pentru fiecare activitate |  |
| **3.** Materiale suport curs, seminar, lucrări practice şi programe analitice detaliate | 10 puncte pentru fiecare activitate | 120.00 |
| **4.** Organizare aplicaţii, practică de specialitate | 5 puncte pentru fiecare activitate | 75.00 |
| **TOTAL ACTIVITATE DIDACTICA** | | **359.10** |
|  | **PUNCTAJ TOTAL (70%\*CERCETARE + 30%\*DIDACTIC)** |  | **863.62** |

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| --- | --- | --- | --- |
| **DOSPINESCU NICOLETA - lista detaliata activitati de cercetare si activitati didactice** |  |  |  |
|  |  |  |  |
| **I. Activitate de cercetare** |  |  |  |
| **1. Articole ştiinţifice publicate *in extenso* în reviste cotate *Web of Science* cu factor de impact** | **Factor de impact** | **Numar autori** | **Punctaj** |
| Dospinescu Nicoleta, Tatarusanu Maria, Butnaru Gina Ionela, Berechet Daniel Lucian, THE PERCEPTION OF STUDENTS FROM THE ECONOMIC AREA ON THE NEW LEARNING METHODS IN THE KNOWLEDGE SOCIETY, publicat in AMFITEATRU ECONOMIC, vol. 13, issue 30, pages: 527-543, iunie 2011, WOS:000297929000014, ISSN: 1582-9146 | 1.238 | 4 | 24.82 |
| Anastasiei Bogdan, Dospinescu Nicoleta, A model of the relationships between the Big Five personality traits and the motivations to deliver word-of-mouth online, publicat in Psihologija, vol. 51, issue 2, pages: 215-227, 2018, WOS:000435496600004, ISSN: 0048-5705, DOI: 10.2298/PSI161114006A | 0.545 | 2 | 28.85 |
| Anastasiei Bogdan, Dospinescu Nicoleta, Electronic Word-of-Mouth for Online Retailers: Predictors of Volume and Valence, publicat in Sustainability, vol. 11, issue 3, article number 814, februarie 2019, DOI: 10.3390/su11030814, WOS:000458929500259, ISSN: 2071-1050 | 2.592 | 2 | 90.26 |
| Dospinescu Octavian, Anastasiei Bogdan, Dospinescu Nicoleta, Key Factors Determining the Expected Benefit of Customers When Using Bank Cards: An Analysis on Millennials and Generation Z in Romania, publicat in Symmetry (Symmetry-Basel), vol. 11, article number: 1449, DOI: https://doi.org/10.3390/sym11121449, ISSN: 2073-8994 | 2.143 | 3 | 51.19 |
| Neculaesei Angelica-Nicoleta, Tatarusanu Maria, Anastasiei Bogdan, Dospinescu Nicoleta, Grigoruta Bedrule Maria Viorica, Ionescu Alina Mariuca, A MODEL OF THE RELATIONSHIP BETWEEN ORGANIZATIONAL CULTURE, SOCIAL RESPONSIBILITY AND PERFORMANCE, publicat in TRANSFORMATIONS IN BUSINESS & ECONOMICS, vol. 18, issue 2A, pp. 489-509, 2019, WOS:000498305700008, ISSN: 1648-4460 | 1.058 | 6 | 14.75 |
| **TOTAL** |  |  | **209.87** |
|  |  |  |  |
| **3.Articole ştiinţifice publicate in extenso în reviste indexate BDI** |  | **Numar autori** | **Punctaj** |
| Dospinescu N., Dospinescu O., THE USE OF INFORMATION TECHNOLOGY TOWARD THE ETHICS OF FOOD SAFETY, Ecoforum 7(1): 70, January 2018, available at: http://www.ecoforumjournal.ro/index.php/eco/article/view/759/475 |  | 2 | 7.5 |
| Dospinescu N., Anastasiei B., Facebook Advertising: Relationship Between TYPES of Message, Brand Attitude and Perceived Buying Risk, Annals of the „Constantin Brâncuşi” University of Târgu Jiu, Economy Series, Issue 6/2017, „ACADEMICA BRÂNCUŞI” PUBLISHER, ISSN 2344 – 3685/ISSN-L 1844 – 7007, pp.18-27 |  | 2 | 7.5 |
| Dospinescu N., Dospinescu O., "A Profitability Regression Model in Financial Communication of Romanian Stock Exchange's Companies", Ecoforum, vol. 8, no. 1, 2019, available at: http://www.ecoforumjournal.ro/index.php/eco/article/view/884 |  | 2 | 7.5 |
| Dospinescu N., Florea D., Smartphone brands design and buying decision” Ecoforum Journal, vol. 5, 2016, pp. 139-150, available at: http://ecoforumjournal.ro/index.php/eco/article/view/464 |  | 2 | 7.5 |
| [Dospinescu N., Livedeanu, M.,„Word of Mouth and Clothing Brands - Promoting Instruments in Social Media”, The Young Economists Journals, November 2014 issue 23, pp. 83-94, http://stat257.central.ucv.ro/rte/](http://stat257.central.ucv.ro/rte/) |  | 2 | 7.5 |
| Dospinescu N., “The Public Relations Events in Promoting Brand Identity of the City”, Annals of “Dunarea de Jos” University of Galati Fascicle I. Economics and Applied Informatics Years XX – no1/2014, ISSN-L 1584-0409 ISSN-Online 2344-441X, pp.39-46, www.ann.ugal.ro/eco, www.eia.feaa.ugal.ro; http://www.eia.feaa.ugal.ro/images/eia/2014\_1/Dospinescu.pdf |  | 1 | 15 |
| Dospinescu N., „The efficiency of the information dissemination in agriculture area through the PR event”, Lucrari Stiintifice, Seria Horticultura –nr. 54, Editura Ion Ionescu de la Brad, Iaşi, 2012, ISSN 1454-7376, pp. 143-149, available at: http://www.uaiasi.ro/revista\_horti/arhiva.php |  | 1 | 15 |
| Dospinescu N., „The importance of negotiation and sales techniques on insurance market”, Analele Universităţii „Alexandru Ioan Cuza” Iaşi, Tomul LVIII -2011,Editura Alexandru Ioan Cuza Iaşi, 2011, ISSN: 0379-7864, pp. 235-246, available at: http://anale.feaa.uaic.ro/anale/ro/Arhiva%202011-Dospinescu/401, http://anale.feaa.uaic.ro/anale/resurse/mm4dospinescun.pdf |  | 1 | 15 |
| Dospinescu N.,România ca forţã cerealierã în strategia integrãrii europene”, Analele ştiinţifice ale Universitãţii “Alexandru Ioan Cuza” Iaşi, tomul L-LI, Editura Universitãţii “Alexandru Ioan Cuza” Iaşi, 2005, ISSN: 1244-516x, pp. 469-475, available at: http://anale.feaa.uaic.ro/anale/resurse/66%20Dospinescu%20N-Romania%20ca%20forta%20cerealiera%20in%20strategia%20integrarii%20europene.pdf |  | 1 | 15 |
| Dospinescu N.,Comerţul exterior cu produse agroalimentare al României – premisă sau obstacol în procesul integrării”, Analele Ştiinţifice ale Universitãţii “Al.I.Cuza” Iaşi, tomul XLVIII-XLIX, Editura Universităţii “Al.I.Cuza”, Iaşi, 2003, ISSN: 1244-516X, |  | 1 | 15 |
| **TOTAL** |  |  | **112.5** |
|  |  |  |  |
|  |  |  |  |
| **4. Articole ştiinţifice publicate in extenso în volumele conferinţelor** |  | **Numar autori** | **Punctaj** |
| **indexate ISI:30 puncte/numar autori** |  |  |  |
| Dospinescu N., "PR and Advertising in Pharmaceutical Marketing Communications", 31th IBIMA Conference Proceedings, Milan, Italy, 2018 , Conference: Innovation Management and Education Excellence through Vision 2020, ISBN: 978-0-9998551-0-2, pp.4857 – 4866, WOS: 000444067202108 |  | 1 | 30 |
| Dospinescu N., Stoica M.B., "Promotion techniques for a new Romanian brand of wine", 30th IBIMA Conference Proceedings, Madrid, Spain, 8-9 nov 2017, ISBN 978-0-9860419-9-0, pp.3076 – 3087, WOS: 000443640502052 |  | 2 | 15 |
| Dospinescu N., Mucea O., “The Impact of the Neuro-Linguistic Programming on the sales from the motor vehicle and real estate area”, International Conference on E-business, Management and Economics (ICEME 2010), Hong Kong, China, 2010, ISBN: 978-981-08-8719-3, ISSN: 2010-4626, pp. 97-101, WOS: 000303218200021 |  | 2 | 15 |
| **TOTAL** |  |  | **60** |
|  |  |  |  |
| **Alte categorii: 5 puncte/numar autori** |  | **Numar autori** | **Punctaj** |
| Dospinescu N., "Impactul globalizării asupra sectorului agricol romanesc", Simpozionul Internaţional al Tinerilor Cercetători, Departamentul Editorial Poligrafic al A.S.E.M., Chişinău, Moldova 2003, ISBN: 9975-75-193-8 |  | 1 | 5 |
| [Dospinescu N., "LOCAL PERCEPTIONS OF A GLOBAL BRAND", Proceedings of the 6th International Conference on Globalization and Higher Education in Economics and Business Administration, Editura Universităţii Alexandru Ioan Cuza, 18-20 oct 2012, Iaşi, Romania, ISBN: 978-973-703-766-4, pp. 1059-1070 http://www.feaa.uaic.ro/geba/Accepted.html](http://www.feaa.uaic.ro/geba/Accepted.html) |  | 1 | 5 |
| Dospinescu N., "ORGANIZATIONAL IMAGE – KEY FACTOR IN ETHICAL COMMUNICATION WITH THE TARGET AUDIENCE", ITEMA Conference Proceedings, Budapest, Hungary, 26 october 2017, (pp. 673-678), Published by: Association of Economists and Managers of the Balkans, Belgrade, Serbia, Printed by: All in One Print Center, Belgrade, Belgrade, 2017, ISBN 978-86-80194-08-0, pp.667-672 |  | 1 | 5 |
| Dospinescu N., Dospinescu O., "A PROFITABILITY REGRESSION MODEL OF ROMANIAN STOCK EXCHANGE'S ENERGY COMPANIES", (May 2018) Proceedings Conference: The 17th International Conference on Informatics in Economy Education, Research & Business Technologies, Iasi, Romania |  | 2 | 2.5 |
| Dospinescu N., "The importance of the Romanian manager adaptation in the new European context and the efficient communication with the international economic and business environment", Management, Economic and Business Development in the New European Condition, Brno, Cehia, 2008, ISBN: 978-80-7204-582-2 |  | 1 | 5 |
| Dospinescu N., "Romanian foreign trade under the impact of the European custom regulation", 3rd International Conference of ASECU – Regional Economic Cooperation in Southeastern Europe” –Academia de Ştiinţe Economice „D.Tsenov”, Svishtov, Bulgaria, Bankya, 2006, ISBN–10: 954-23-0327-0; ISBN-13: 978-954-23-0327-5 ,(https://papers.ssrn.com/sol3/papers.cfm?abstract\_id=905506) |  | 1 | 5 |
| Dospinescu N., "Cererea de produse agroalimentare şi evoluţia modelelor de consum alimentar", International Symposium: Specialization, Integration and Development Editura Sincron, Cluj-Napoca, 2003, ISBN: 973-86547-4-2 |  | 1 | 5 |
| **TOTAL** |  |  | **32.5** |
|  |  |  |  |
| **5. Cărţi de autor publicate (doar prima ediţie).** | **Numar pagini** | **Numar autori** | **Punctaj** |
| **alte edituri nationale: 20 puncte la 100 de pagini / numar autori** |  |  |  |
| Dospinescu N., "Relaţii publice, comunicare media şi managementul reputaţiei", Editura Tehnopress, Iaşi, 2011, ISBN 978-973-702-867-9, nr. pagini: 235 | 235 | 1 | 47 |
| Volum "CALITATE ÎN EDUCAŢIE PRIN RESPONSABILITATE SOCIALĂ ŞI ETICĂ PROFESIONALĂ ÎN ACTIVITATEA DE PREDARE ŞI EVALUARE", Editura Universitatii Alexandru Ioan Cuza, 2018, ISBN: 978-606-714-513-7, editori Corneliu Iatu, Daniela-Tatiana Agheorghiesei, Ovidiu Gavrilovici, Adriana Prodan. Capitol "Mecanisme de lucru privind implementarea valorilor etice în învăţământul superior", pp. 134-152 (19 pagini) | 19 | 1 | 3.8 |
| Dospinescu N., "Politici comerciale şi vamale ale pieţei agricole româneşti în contextul economiei globale", Editura Tehnopress, Iaşi, 2009, ISBN 973-702-720-5, nr. pagini: 279 | 279 | 1 | 55.8 |
| **TOTAL** |  |  | **106.6** |
|  |  |  |  |
| **alte edituri internationale: 70 puncte la 100 de pagini / numar autori** | **Numar pagini** | **Numar autori** | **Punctaj** |
| Dospinescu N., "The Market of GM Between Economic Growth and Ecological Development", chapter in the book "Managing Environmental Justice", Brill, 2010, ISBN: 9789042029385, pp. 185-195 (11 pages), total no. of pages: 288, available at: https://brill.com/abstract/book/edcoll/9789042029385/B9789042029385-s012.xml, https://play.google.com/store/books/details/Managing\_Environmental\_Justice?id=N\_p5DwAAQBAJ&hl=sw | 11 | 1 | 7.70 |
| **TOTAL** |  |  | **7.70** |
|  |  |  |  |
| **9.Contracte de cercetare ştiinţifică derulate doar prin Universitate** |  |  |  |
| **finanţare programe interne: 2) membru: valoare lei contract anual / 2.000 lei / numărul membrilor echipei de cercetare** | **Valoare lei** | **Numar membri** | **Punctaj** |
| 2018 – Membra in cadrul proiectului de cercetare „ReSoNor – Etic – UAIC”, „Calitate in educatie prin responsabilitate sociala si etica in universitatea „Alexandru Ioan Cuza”Iasi, cod CNFIS-FDI-2018-0180, finantat CNFIS (http://www.cnfis.ro/wp-content/uploads/2018/04/FDI2018-Rezultate-finale-evaluare-CNFIS.pdf) | 243000 | 25 | 4.86 |
| **TOTAL** |  |  | **4.86** |
|  |  |  |  |
| **12. Citări şi recenzii ale lucrarilor stiintifice** |  |  |  |
| **în reviste de specialitate din străinătate: (10+20\*factor de impact)/numar autori, pentru fiecare citare** | **Factor de impact** | **Numar autori** | **Punctaj** |
| Anastasiei Bogdan, Dospinescu Nicoleta,A model of the relationships between the Big Five personality traits and the motivations to deliver word-of-mouth online, publicat in Psihologija, vol. 51, issue 2, pages: 215-227, 2018, WOS:000435496600004, ISSN: 0048-5705, DOI: 10.2298/PSI161114006A, citat in Necula Sabina Cristiana et al., Enhancement of E-Commerce Websites with Semantic Web Technologies, publicat in Sustainability, vol. 10, issue 6, pp. 1-15, WOS: 000436570100267 ISSN 2071-1050 | 2.592 | 2 | 30.92 |
| Dospinescu N., “The Public Relations Events in Promoting Brand Identity of the City”, Annals of “Dunarea de Jos” University of Galati Fascicle I. Economics and Applied Informatics Years XX – no1/2014, citat in Dospinescu O., Lisii I., "The Recognition of Fingerprints on Mobile Applications – an Android Case Study", Journal of Eastern Europe Research in Business and Economics, http://www.ibimapublishing.com/journals/JEERBE/jeerbe.html, Vol. 2016 (2016), Article ID 813264, 11 pages DOI: 10.5171/2016.813264 | 0 | 1 | 10 |
| Dospinescu N., Tatarusanu M., Butnaru G., Berechet L.D., The Perception of Students from the Economic Area on the New Learning Methods in the Knowledge Society,publicat in AMFITEATRU ECONOMIC, vol. 13, issue 30, pages: 527-543, iunie 2011, WOS:000297929000014, ISSN: 1582-9146 citat in Marinsek D., A Review of Capital Structure Theory Using a Bibliometric Analysis, Metodološki zvezki, Vol. 12, No. 2, 2015, 69-84 | 0 | 4 | 2.5 |
| Dospinescu N., Tatarusanu M., Butnaru G., Berechet L.D., The Perception of Students from the Economic Area on the New Learning Methods in the Knowledge Society,publicat in AMFITEATRU ECONOMIC, vol. 13, issue 30, pages: 527-543, iunie 2011, WOS:000297929000014, ISSN: 1582-9146 citat in Pavaloaia D., et al., Sustainable Community Development through Master Curricula and Career Path Improvements in an Emerging City of IT & Outsourcing Industry from CEE, TRANSFORMATIONS IN BUSINESS & ECONOMICS, Vol. 17, No 2B(44B), pp.738-759 | 1.058 | 4 | 7.79 |
| Dospinescu N., Tatarusanu M., Butnaru G., Berechet L.D., The Perception of Students from the Economic Area on the New Learning Methods in the Knowledge Society,publicat in AMFITEATRU ECONOMIC, vol. 13, issue 30, pages: 527-543, iunie 2011, WOS:000297929000014, ISSN: 1582-9146 citat in Dospinescu O., Perca Robu A.M., The Analysis of E-Commerce Sites with Eye-Tracking Technologies, BRAIN-BROAD RESEARCH IN ARTIFICIAL INTELLIGENCE AND NEUROSCIENCE, Volume: 8, Issue: 3, pp: 85-100, sept. 2017 | 0 | 4 | 2.5 |
| Anastasiei Bogdan, Dospinescu Nicoleta, Electronic Word-of-Mouth for Online Retailers: Predictors of Volume and Valence, publicat in Sustainability, vol. 11, issue 3, article number 814, februarie 2019, DOI: 10.3390/su11030814, WOS:000458929500259, ISSN: 2071-1050, citat in Chinomona E., Chivhungwa T., The influence of green image, physical environment quality and green trust on green purchase intention, The Retail and Marketing Review, vol. 15, no. 1, 2019, pp. 13-26 | 0 | 2 | 5 |
| Anastasiei Bogdan, Dospinescu Nicoleta, Electronic Word-of-Mouth for Online Retailers: Predictors of Volume and Valence, publicat in Sustainability, vol. 11, issue 3, article number 814, februarie 2019, DOI: 10.3390/su11030814, WOS:000458929500259, ISSN: 2071-1050, citat in Rebwar Kamal Gharib, Alexeis Garcia-Perez, Sally Dibb, Zilia Iskoujina, Trust and reciprocity effect on electronic word-of-mouth in online review communities, Journal of Enterprise Information Management, Emerald Publishing Limited, ISSN: 1741-0398, DOI: https://doi.org/10.1108/JEIM-03-2019-0079 | 2.126 | 2 | 26.26 |
| Dospinescu N., Anastasiei B., Facebook Advertising: Relationship Between TYPES of Message, Brand Attitude and Perceived Buying Risk, Annals of the „Constantin Brâncuşi” University of Târgu Jiu, Economy Series, Issue 6/2017, „ACADEMICA BRÂNCUŞI” PUBLISHER, ISSN 2344 – 3685/ISSN-L 1844 – 7007, pp.18-27, citat in: Yowei Kang, Kenneth C. C. Yang, What Do Facebook Users Feel About Facebook Advertising?: Using an Experience Sampling Method (ESM) to Explore Their Digital Advertising Experiences, Impacts of Online Advertising on Business Performance, 2020, DOI: 10.4018/978-1-7998-1618-8.ch001 | 0 | 2 | 5 |
| Anastasiei Bogdan, Dospinescu Nicoleta, Electronic Word-of-Mouth for Online Retailers: Predictors of Volume and Valence, publicat in Sustainability, vol. 11, issue 3, article number 814, februarie 2019, DOI: 10.3390/su11030814, WOS:000458929500259, ISSN: 2071-1050, citat in Hwangbo, Hyunwoo; Kim, Jonghyuk, A Text Mining Approach for Sustainable Performance in the Film Industry, SUSTAINABILITY Volume: 11 Issue: 11 Article Number: UNSP 3207 Published: JUN 1 2019 | 2.592 | 2 | 30.92 |
| Anastasiei Bogdan, Dospinescu Nicoleta, Electronic Word-of-Mouth for Online Retailers: Predictors of Volume and Valence, publicat in Sustainability, vol. 11, issue 3, article number 814, februarie 2019, DOI: 10.3390/su11030814, WOS:000458929500259, ISSN: 2071-1050, citat in Han, Heesup; Eom, Taeyeon; Chung, Hyunah; et al., Passenger Repurchase Behaviours in the Green Cruise Line Context: Exploring the Role of Quality, Image, and Physical Environment, SUSTAINABILITY Volume: 11 Issue: 7 Published: APR 1 2019 | 2.592 | 2 | 30.92 |
| **TOTAL** |  |  | **151.81** |
|  |  |  |  |
| **în reviste de specialitate din ţară: (5 + 10 x factor de impact) / număr autori** | **Factor de impact** | **Numar autori** | **Punctaj** |
| Dospinescu N., Tatarusanu M., Butnaru G., Berechet L.D., The Perception of Students from the Economic Area on the New Learning Methods in the Knowledge Society,publicat in AMFITEATRU ECONOMIC, vol. 13, issue 30, pages: 527-543, iunie 2011, WOS:000297929000014, ISSN: 1582-9146 citat in Dospinescu O., Strimbei C., Strainu R.M., Nistor A., REST SOA Orchestration and BPM Platforms, Informatica Economică, vol. 21, no. 1/2017 | 0 | 4 | 1.25 |
| Dospinescu N., Tatarusanu M., Butnaru G., Berechet L.D., The Perception of Students from the Economic Area on the New Learning Methods in the Knowledge Society,publicat in AMFITEATRU ECONOMIC, vol. 13, issue 30, pages: 527-543, iunie 2011, WOS:000297929000014, ISSN: 1582-9146 citat in Strimbei C. et al., The BPMN Approach of the University Information Systems, Ecoforum Journal, vol. 5, no. 2, 2016, pp. 181-193 | 0 | 4 | 1.25 |
| Dospinescu N.,România ca forţã cerealierã în strategia integrãrii europene”, Analele ştiinţifice ale Universitãţii “Alexandru Ioan Cuza” Iaşi, tomul L-LI, Editura Universitãţii “Alexandru Ioan Cuza” Iaşi, 2005, ISSN: 1244-516x, pp. 469-475, available at: http://anale.feaa.uaic.ro/anale/resurse/66%20Dospinescu%20N-Romania%20ca%20forta%20cerealiera%20in%20strategia%20integrarii%20europene.pdf, citat in: Burghelea C., Gheorghiu A., Vidrascu P.A., CEREAL PRODUCTION DEBATE IN ROMANIA, Managerial Challenges of the Contemporary Society. Proceedings; Cluj-Napoca Vol. 7, Iss. 1, : 46-51. Cluj-Napoca: Babes Bolyai University. (2014) | 0 | 1 | 5 |
| Dospinescu N., “The Public Relations Events in Promoting Brand Identity of the City”, Annals of “Dunarea de Jos” University of Galati Fascicle I. Economics and Applied Informatics Years XX – no1/2014, citat in Dospinescu O., Popa I., Face Detection and Face Recognition in Android Mobile Applications, Informatica Economica Journal, vol. 20, no. 1, 2016, pp. 20-28, DOI: 10.12948/issn14531305/20.1.2016.02 | 0 | 1 | 5 |
| Dospinescu N., Tatarusanu M., Butnaru G., Berechet L.D., The Perception of Students from the Economic Area on the New Learning Methods in the Knowledge Society,publicat in AMFITEATRU ECONOMIC, vol. 13, issue 30, pages: 527-543, iunie 2011, WOS:000297929000014, ISSN: 1582-9146 citat in Strimbei C. et al., Software architectures–Present and visions, Informatica Economică vol. 19, no. 4/2015 | 0 | 4 | 1.25 |
| Dospinescu N., Dospinescu O., THE USE OF INFORMATION TECHNOLOGY TOWARD THE ETHICS OF FOOD SAFETY, Ecoforum 7(1): 70, January 2018, citat in: Lazar C.M., Food Industry - Economic Categories and Processes Specific to the Secondary Sector, The USV Annals of Economics and Public Administration, Vol 18, No 2(28) (2018) | 0 | 2 | 2.5 |
| Dospinescu N., Florea D., Smartphone brands design and buying decision” Ecoforum Journal, vol. 5, 2016, pp. 139-150, citat in Percă-Robu A.E., et al., The Analysis of E-Commerce Sites with Eye-Tracking Technologies, BRAIN: Broad Research in Artificial Intelligence and Neuroscience, Volume 8, Issue 3, September 2017, ISSN 2067-3957 (online), ISSN 2068-0473 (print) | 0 | 2 | 2.5 |
| Dospinescu N., Tatarusanu M., Butnaru G., Berechet L.D., The Perception of Students from the Economic Area on the New Learning Methods in the Knowledge Society,publicat in AMFITEATRU ECONOMIC, vol. 13, issue 30, pages: 527-543, iunie 2011, WOS:000297929000014, ISSN: 1582-9146 citat in Necula S., et al., Student eXchange Process Modelling and Implementation by Using an Integrated BMP-SOA Approach, Informatica Economica, Informatica Economică, vol. 22, no. 1/2018 | 0 | 4 | 1.25 |
| **TOTAL** |  |  | **20** |
|  |  |  |  |
| **13. Lucrări ştiinţifice sustinute in calitate de invitat la manifestari stiintifice (conferinte, congrese, simpozioane, seminarii, ateliere)** |  |  |  |
| **strainatate: 25 puncte pentru fiecare activitate** |  |  | **Punctaj** |
| Dospinescu N., "PR and Advertising in Pharmaceutical Marketing Communications", 31th IBIMA Conference Proceedings, Milan, Italy, 2018 , Conference: Innovation Management and Education Excellence through Vision 2020, https://ibima.org/conference/31st-ibima-conference/#ffs-tabbed-112 |  |  | 25 |
| Anastasiei B., Dospinescu N., "Paid Product Reviews in Social Media – Are They Effective?", 34th IBIMA Conference Proceedings, Madrid, Spain, 13-14 nov. 2019, ISBN: 978-0-9998551-3-3, https://ibima.org/accepted-paper/paid-product-reviews-in-social-media-are-they-effective/ |  |  | 25 |
| Promotion techniques for a new Romanian brand of wine, paper 744, 30th IBIMA Conference Proceedings, Madrid, Spain, 8-9 nov 2017, ISBN 978-0-9860419-9-0, pp.3076 – 3087 |  |  | 25 |
| Dospinescu N., ORGANIZATIONAL IMAGE – KEY FACTOR IN ETHICAL COMMUNICATION WITH THE TARGET AUDIENCE, ITEMA Conference Proceedings, Budapest, Hungary, 26 october 2017 https://www.researchgate.net/profile/Nicoleta\_Dospinescu/publication/322488520\_ORGANIZATIONAL\_IMAGE\_-\_KEY\_FACTOR\_IN\_ETHICAL\_COMMUNICATION\_WITH\_THE\_TARGET\_AUDIENCE/links/5a5b7eefaca2727d608a00fa/ORGANIZATIONAL-IMAGE-KEY-FACTOR-IN-ETHICAL-COMMUNICATION-WITH-THE-TARGET-AUDIENCE.pdf |  |  | 25 |
| Dospinescu N., Business Communication, 6-11th april 2014, International Week, Vilnius, Lituania |  |  | 25 |
| Dospinescu N., “The Impact of the Neuro-Linguistic Programming on the sales from the motor vehicle and real estate area”, International Conference on E-business, Management and Economics (ICEME 2010), Hong Kong, China, 2010, http://www.conferencealerts.com/seeconf.mv?q=ca16smsa |  |  | 25 |
| Dospinescu N., The importance of the Romanian manager adaptation in the new European context and the efficient communication with the international economic and business environment” Management, Economic and Business Development in the New European Condition, Brno, Cehia,2008 |  |  | 25 |
| Dospinescu N., „The Market of GM Between Economic Growth and Ecological Development”, International Conference, 2-5th June 2007, „Environmental Justice and Global Citizenship”, United Kingdom, Oxford |  |  | 25 |
| Dospinescu N., „Romanian foreign trade under the impact of the European custom regulation”, 3rd International Conference of ASECU – Regional Economic Cooperation in Southeastern Europe” –Academia de Ştiinţe Economice „D.Tsenov”, Svishtov, Bulgaria, Bankya, 2006 https://papers.ssrn.com/sol3/papers.cfm?abstract\_id=905506 |  |  | 25 |
| Dospinescu N., Impactul globalizării asupra sectorului agricol romanesc”, Simpozionul Internaţional al Tinerilor Cercetători, A.S.E.M., Chişinău, Moldova 2003 |  |  | 25 |
| **TOTAL** |  |  | **250** |
|  |  |  |  |
| **tara: 10 puncte pentru fiecare activitate** |  |  | **Punctaj** |
| Dospinescu N.,"Sports endorsers in brand promotion campaigns", 1st International Conference “Communication in Action: From Theory to Practice and Back, 8-10th november 2018, Iasi, Romania, https://www.fssp.uaic.ro/cia/assets/img/files/PROGRAMME-CIA.pdf |  |  | 10 |
| Dospinescu N., "THE IMPORTANCE OF EMPATHY IN BRAND COMMUNICATION", International conference GEBA 19-22 oct. 2017, Iasi, http://www.feaa.uaic.ro/geba/Accepted.html |  |  | 10 |
| Dospinescu N., A PROFITABILITY REGRESSION MODEL OF ROMANIAN STOCK EXCHANGE'S ENERGY COMPANIES, (17-20 May 2018) Proceedings Conference: The 17th International Conference on Informatics in Economy Education, Research & Business Technologies, Iasi, Romania, http://www.conferenceie.ase.ro/wp-content/uploads/2018/05/IE-2018-Conference-Program.pdf |  |  | 10 |
| Keynote speaker - ReSoNor - Calitate in educatie prin responsabilitate sociala si etica in universitatea „Alexandru Ioan Cuza”Iasi,, cod CNFIS-FDI-2018-0180, finantat CNFIS, 23 noiembrie 2018, Romania , Dospinescu N., Mecanisme de lucru ale diverselor universitati privind implementarea valorilor etice in invatamantul superior, 23 nov 2018, Iasi, Romania |  |  | 10 |
| **TOTAL** |  |  | **40** |
|  |  |  |  |
| **14. Profesor invitat la universităţi de prestigiu** |  |  |  |
| în străinătate: 25 puncte pentru fiecare activitate |  |  | **Punctaj** |
| Visiting professor la Universitatea Poitiers, Franta, în perioada **14-27 iunie 2015** |  |  | 25 |
| **TOTAL** |  |  | **25** |
|  |  |  |  |
| **15. Membru in Editorial Board & Advisory Board** |  |  | Punctaj |
| 34th IBIMA International Conference Proceedings, indexatã în ISI Thomson Reuters, (ISBN: ISBN: 978-0-9998551-3-3) - Reviewer https://ibima.org/conference/34th-ibima-conference/#ffs-tabbed-13 |  |  | 10 |
| 32st IBIMA International Conference Proceedings, indexatã în ISI Thomson Reuters, (ISBN: 978-0-9998551-1-9) - Reviewer https://ibima.org/conference/32nd-ibima-conference/#ffs-tabbed-13 |  |  | 10 |
| TOTAL |  |  | **20** |
|  |  |  |  |
| **19. Participari la manifestari stiintifice** |  |  |  |
| **internationale: presedinte comitet organizare/ consiliu stiintific, 25 puncte pentru fiecare activitate; membru comitet organizare/ consiliu stiintific, puncte pentru fiecare activitate; moderator panel, 15 puncte pentru fiecare activitate; raportor pe sectiuni, 10 puncte pentru fiecare activitate** |  |  | **Punctaj** |
| Chair în cadrul conferintei: „Environmental Justice and Global Citizenship”, Marea Britanie, Oxford (2-5 iulie 2007), https://brill.com/abstract/book/edcoll/9789042029385/B9789042029385-s012.xml |  |  | 15 |
| **TOTAL** |  |  | **15** |
|  |  |  |  |
| **nationale: presedinte comitet organizare/consiliu stiintific, 15 puncte; membru comitet organizare, 5 puncte fiecare activitate; moderator panel, 5 puncte fiecare activitate; raportor pe sectiuni, 2 puncte pentru fiecare activitate** |  |  | **Punctaj** |
| Raportor in cadrul proiectului de cercetare „ReSoNor – Etic – UAIC”, „Calitate in educatie prin responsabilitate sociala si etica in universitatea „Alexandru Ioan Cuza”Iasi,, cod CNFIS-FDI-2018-0180, finantat CNFIS, workshop 14 iunie 2018 |  |  | 2 |
| Raportor in cadrul proiectului de cercetare „ReSoNor – Etic – UAIC”, „Calitate in educatie prin responsabilitate sociala si etica in universitatea „Alexandru Ioan Cuza”Iasi,, cod CNFIS-FDI-2018-0180, finantat CNFIS, workshop 29 octombrie 2018 |  |  | 2 |
| Organizator al workshopului ReSoNor\_Calitate in educatie prin responsabilitate sociala si etica in universitatea „Alexandru Ioan Cuza”Iasi,, cod CNFIS-FDI-2018-0180, finantat CNFIS, 29 octombrie 2018, Romania |  |  | 5 |
| Coordonare conferinţă de presă pe tema: „Job-uri pentru studentii AP – în ţară sau străinătate?”, ianuarie 2010 |  |  | 5 |
| Coordonare sesiune ştiinţifică: „Globalization and Higher Education in Economics and Business Administration”, 14 octombrie 2007 |  |  | 5 |
| Organizarea sesiunii ştiinţifice:„Dimensiuni ale dezvoltării durabile în România”, 14 octombrie 2006 |  |  | 5 |
| **TOTAL** |  |  | **24** |
|  |  |  |  |
| **II. Activitatea Didactica** |  |  |  |
| **1. Tratate şi manuale universitare** |  |  |  |
| **30 puncte la 100 pagini / număr de autori** | **Nr Pagini** | **Nr Autori** | **Punctaj** |
| Dospinescu N., "Relaţii publice, comunicare media şi managementul reputaţiei", Editura Tehnopress, Iaşi, 2014, ISBN 978-706-687-151-8, nr. pagini: 268 | 268 | 1 | 80.40 |
| Dospinescu N., "Politici comerciale şi vamale ale pieţei agricole româneşti în contextul economiei globale", Editura Tehnopress, Iaşi, 2009, ISBN 973-702-720-5, nr. pagini: 279 | 279 | 1 | 83.70 |
| **TOTAL** |  |  | **164.10** |
|  |  |  |  |
| **3. Materiale suport curs, seminar, lucrări practice şi programe analitice detaliate** |  |  |  |
| **10 puncte pentru fiecare activitate** |  |  | **Punctaj** |
| Materiale suport curs disciplina Relatii Publice, Comunicare si Protocol in Administratia Publice |  |  | 10.00 |
| Materiale suport seminar disciplina Relatii Publice, Comunicare si Protocol in Administratia Publica |  |  | 10.00 |
| Programa analitica disciplina Relatii Publice, Comunicare si Protocol in Administratia Publica |  |  | 10.00 |
| Materiale suport curs disciplina Metode si Tehnici de Comunicare |  |  | 10.00 |
| Materiale suport seminar disciplina Metode si Tehnici de Comunicare |  |  | 10.00 |
| Programa analitica disciplina Metode si Tehnici de Comunicare |  |  | 10.00 |
| Programa analitica la disciplina Public Relation in Business |  |  | 10.00 |
| Materiale suport curs disciplina Public Relation in Business |  |  | 10.00 |
| Programa analitica la disciplina Events Planning and Brands Managing |  |  | 10.00 |
| Materiale suport curs disciplina Events Planning and Brands Managing |  |  | 10.00 |
| Suport de curs Managementul Relatiilor Publice |  |  | 10.00 |
| Programa analitica Managementul relatiilor Publice |  |  | 10.00 |
| **TOTAL** |  |  | **120.00** |
|  |  |  |  |
| **4. Organizare aplicaţii, practică de specialitate** |  |  |  |
| **5 puncte pentru fiecare activitate** |  |  | **Punctaj** |
| Contribuţii la organizarea si desfasurarea activităţilor de promovare a facultăţii/ universităţii: |  |  |  |
| Promotor al FEAA – Caravana FEAA, 2015 |  |  | 5.00 |
| Organizare evenimente practice de tip „Licitatie caritabilă” cu studenţii de la specializarea Administraţie Publică in anii: 2006, 2007, 2008, 2009, 2013, 2014, 2015, 2016 (8 ani) |  |  | 40.00 |
| <https://www.facebook.com/licitamsadaruim2016/> |  |  |  |
| <http://vivafmiasi.ro/eticheta/licitam-sa-daruim/> |  |  |  |
| <https://www.umblat.ro/evenimente-in/iasi/copii/licitam-sa-daruim-editia-a-x-a-2016-102707#/> |  |  |  |
| <https://www.facebook.com/events/1713311355652605/> |  |  |  |
| [(http://www.bzi.ro/campania-bzi-a-dat-roade-o-familie-greu-incercata-din-iasi-primeste-un-dar-nesperat-de-craciun-407214)](http://www.bzi.ro/campania-bzi-a-dat-roade-o-familie-greu-incercata-din-iasi-primeste-un-dar-nesperat-de-craciun-407214) |  |  |  |
| <http://iasi.inoras.ro/articol/-un-obiect-de-ai-licita-un-craciun-tu-ai-schimba--3765/1/> |  |  |  |
| <https://www.facebook.com/events/350060718511795/?ref_dashboard_filter=upcoming> |  |  |  |
| <http://www.ziare.com/ziare-iasi/stiri-actualitate/licitam-sa-daruim-eveniment-caritabil-organizat-de-studentii-facultatii-de-economie-si-administrarea-afacerilor-din-iasi-5861974> |  |  |  |
| <https://www.facebook.com/Licit%C4%83m-s%C4%83-d%C4%83ruim-1488783444762208/> |  |  |  |
| <https://www.facebook.com/search/top/?q=Licit%C4%83m%20s%C4%83%20d%C4%83ruim%202016> |  |  |  |
| Organizare de aplicatii practice cu studentii Erasmus (perioada 2016-2018) pentru Public Relations in Business, Events Planning and Brand Management (3 ani x 2 discipline x 5 puncte) |  |  | 30.00 |
| **TOTAL** |  |  | **75.00** |

Data Titular

08-ianuarie-2020 Nicoleta DOSPINESCU