

Listă de lucrări

Mațcu căs. Zaharia Mara

Teza de doctorat: „Responsabilitatea (morală) în digital marketing. O perspectivă de macromarketing”.

Articole ISI cu factor de impact:

1. Huțul, T.D., **Mațcu-Zaharia, M.**, Huțul, A., Karner-Huțuleac, A. (2024). The Mediating Role of Commercial FOMO between Adolescents' Need to Belong and Psychological Distress: Advertising Implications on Mental Health. *Psychological Reports*. DOI: 10.1177/00332941241310983. (articol nepublicat momentan, dar acceptat spre publicare conform **Sage Creative Commons License Contributor's Publishing Agreement** atașat la finalul acestui document).
2. **Mațcu-Zaharia, M.**, Horodnic, I.A., Williams, C.C., & Nistor, G.C. (2024). Self-Employed Workers and the Achievement of the 2030 Agenda for Sustainable Development: An Overview of Their Social Benefit Entitlements across 31 European Countries. *Sustainability*, 16(7), 2625. <https://doi.org/10.3390/su16072625>. **JCR 2023 IF: 3.3 (Q2); AIS: 0.533 (Q3)**.
3. Horodnic, I.A., Williams, C.C., Apetrei, A., **Mațcu, M.**, & Horodnic, A.V. (2023). Services purchase from the informal economy using digital platforms. *The Service Industries Journal*, 43(11-12), pp. 854-874. <https://doi.org/10.1080/02642069.2023.2189242>. **JCR 2023 IF: 7.4 (Q1); AIS: 1.338 (Q1)**.

Articole ISI fără factor de impact (ESCI):

1. Andrei, A.G., **Mațcu-Zaharia, M.**, & Mariciuc, D.F. (2024). Ready to Grip AI's Potential? Insights from an Exploratory Study on Perceptions of Human-AI Collaboration. *BRAIN. Broad Research in Artificial Intelligence and Neuroscience*, 15(2), 01-22. <https://doi.org/10.18662/brain/15.2/560>.
2. **Mațcu, M.**, Zaiț, A., Ianole-Călin, R., & Horodnic, I.A. (2023). Undeclared activities on digital labour platforms: An exploratory study. *International Journal of Sociology and Social Policy*, 43(7/8), pp. 740-755. <https://doi.org/10.1108/IJSSP-07-2022-0186>.

Articole BDI:

1. Faraonel, V., Jelea, A.R., & **Mațcu, M.** (2022). Romanian Students' Perception of Cryptocurrency. "Ovidius" *University Annals, Economic Sciences Series XXII*(1), pp. 545-551.
2. **Mațcu, M.**, Faraonel, V.B., & Jelea, A. R. (2022). A comparative study of Romanian students' perceptions on cryptocurrencies before and after the 2022 cryptocurrency market cap collapse. *Centre for European Studies (CES) Working Papers*, 14(4), pp. 382-407.

Lucrări în volume ale unor conferințe internaționale:

1. Faraonel, V.B. & **Mațcu, M.** (2023). Social Media Impact In Maintaining Brand Equity Of A Higher Education Institution. În Roman, C. et al. (eds.), Business Education for a Better World. Conference Proceedings of the XIIIth International Conference Globalization and Higher Education in Economics and Business Administration, pp. 56-70.
2. **Mațcu, M.** & Faraonel, B.V. (2023). Globalization of Influencer Marketing and its Macromarketing Impact on Society. În Roman, C. et al. (eds.), Business Education for a Better World. Conference Proceedings of the XIIIth International Conference Globalization and Higher Education in Economics and Business Administration, pp. 171-184.
3. **Mațcu, M.** (2022). Why influencers should encourage sustainable consumption? A qualitative approach to a moral influencer marketing. În Di Sabato, V. (ed.), PROCEEDINGS of the 11th Asecu Youth International Conference and Summer School: Role of Global Economics and Management in the Process of Transforming to the Sustainable Development (pp. 5-19). DOI: <https://doi.org/10.15414/2022.9788055225371>.

Capitole de carte:

1. **Zaharia, M.** (2023). Adicțiile și marketingul în societatea contemporană. Despre responsabilitatea (morală) a marketerilor. În Karner-Huțuleac, A. & Huțul, T.-D. (coord.), Adicțiile în societatea contemporană. De la acceptare la schimbare (pp. 426-438). Editura Polirom, Iași. ISBN 978-973-46-9599-7.

Policy briefs:

1. **Mațcu, M.** & Horodnic, I.A. (2022). *Policy Brief nr. 2: Cultura de tip plată în numerar: O analiză a economiei informale din perspectiva cererii*. Publicat online la 31 octombrie 2022 pe https://6350a0e6-e97e-43d7-9dde-3f7b9bae582a.filesusr.com/ugd/beb0c8_6a5502ada41f4a01b6ed64038a36c199.pdf
2. Horodnic, I.A., Zaiț, A., Ciobanu, C.I., Maxim, A. & **Mațcu, M.** (2021). *Policy Brief nr. 1: Cultura de tip plată în numerar: O analiză a economiei informale din perspectiva cererii*. Publicat online în decembrie 2021 pe https://6350a0e6-e97e-43d7-9dde-3f7b9bae582a.filesusr.com/ugd/beb0c8_6c3b10bd96964fabaa6a379113fda2a7.pdf.

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