

**Fișă privind îndeplinirea standardelor minime pe domenii ale universității****Candidat: Lector univ. dr. BERTEA PATRICEA ELENA**

Departamentul de Management, Marketing și Administrarea Afacerilor

Facultatea de Economie și Administrarea Afacerilor, Universitatea „Alexandru Ioan Cuza” din Iași

Post vizat: Conferențiar universitar, poziția 51

Departamentul de Management, Marketing și Administrarea Afacerilor

Facultatea de Economie și Administrarea Afacerilor, Universitatea „Alexandru Ioan Cuza” din Iași

1. Calcularea valorii punctajului P:**1.1. Articole publicare în reviste indexate ISI cu scor absolut de influență (AIS)
nenul (maxim 10 articole)**

Nr. crt	Articol	M	N	AIS	Punctaj
1	Bertea, P. E., & Zait, A. (2013). Perceived risk vs. intention to adopt e-commerce-a pilot study of potential moderators. Market-Tržište, 25(2), 213-229. AIS (2024)=0.076, ISSN 0353-4790, WOS:000438132300007, https://www.webofscience.com/wos/woscc/full-record/WOS:000438132300007 , https://hrcak.srce.hr/file/165332	10	2	0.076	0.684
2	Manolică, A., Ionesi, D. S., Drăgan, L. M., Roman, T., Bertea, P. E., & Boldureanu, G. (2022). Tourists' apprehension toward choosing the next destination: A study based on the learning zone model. Frontiers in Psychology, 13, 987154. AIS (2023) = 0.880, ISSN 1664-1078, WOS:000863259300000, https://www.webofscience.com/wos/woscc/full-record/WOS:000863259300001 https://doi.org/10.3389/fpsyg.2022.987154	6	6	0.880	2.64
3	Brumă, I. S., Jelea, A. R., Rodino, S., Bertea, P. E., Butu, A., & Chițea, M. A. (2023). A bibliometric analysis of organic farming and voluntary certifications. Agriculture, 13(11), 2107. AIS (2024)= 0.554, eISSN 2077-0472, WOS:001118175300001, https://www.webofscience.com/wos/woscc/full-	6	6	0.554	1.662



	record/WOS:001118175300001 https://doi.org/10.3390/agriculture13112107				
4	Jelea, Alexandra Raluca; Manolica, Adriana; Roman, Teodora; Berteza, Patricea Elena. "SMART CONSUMER - A FIRST QUALITATIVE STEP FOR A SCALE DEVELOPMENT." Transformations in Business & Economics 24.1, p. 148-183 (2025). AIS (2024)=0.131, ISSN 1648-4460, WOS:001505152200008, https://www.webofscience.com/wos/woscc/full-record/WOS:001505152200008 , https://doi.org/10.15388/Tibe.2025.24.1.7	10	4	0.131	0.917
5	Ștefania-Mădălina Sâsâeac, Patricea Elena Berteza, Alexandra Raluca Jelea, Adriana Manolică, Cristina Teodora Roman, eWOM vs. aWOM: AI Powered Word of Mouth and Its Impact on Consumer Decision Making in Tourism, Scientific Annals of Economics and Business, vol. 72, nr. 3, p. 489-517, (2025), AIS (2024) =0.098, WOS:001583206700001, ISSN 2501-1960, https://www.webofscience.com/wos/woscc/full-record/WOS:001583206700001 DOI: https://doi.org/10.47743/saeb-2025-0026	10	5	0.098	0.588
6	Manolica, Adriana, Bucataru, Olga, Roman, Teodora, Berteza, Patricea, Elena, Jelea, Alexandra Raluca, Adoption of AI in Digital Marketing: Comparing Gen Z and Gen Y through the Technology Acceptance Model, BRAIN. Broad Research in Artificial Intelligence and Neuroscience, vol. 16, no.3, 2025, p. 102-128, AIS (2024)=0.082 – ISSN: 2068-0473, WOS:001587004500023 - https://www.webofscience.com/wos/woscc/full-record/WOS:001587004500023 http://dx.doi.org/10.70594/brain/16.3/9	6	5	0.082	0.295
	TOTAL				6.786

1.2. Publicații la edituri de prestigiu internațional în domeniul științelor sociale și alte edituri naționale și internaționale – maximum 0,1875 puncte

Nr. crt	Carte	N	Punctaj
1	Patricea Elena Berteza, Adrian Monoranu, Corneliu Munteanu, Tehnici Promotionale, Editura Performantica Iasi, 2016, 188pag	3	0.066
2	Patricea Elena Berteza, RISCUL ÎN COMERȚUL ELECTRONIC, Editura Performantica, Iasi, 2016, 221 pag	1	0.2
	Total		0.266



2. Calcularea valorii punctajului C: citări în reviste indexate ISI cu scor absolut de influență (AIS) nenul (maxim 10 citări)

Nr. crt	Citări	Quartila	Punctaj
Zaiț, Adriana, and P. E. Berteu. "Methods for testing discriminant validity." <i>Management & Marketing Journal</i> 9.2 (2011): 217-224. https://shorturl.at/DSHOA			
1	Jasinenko, Anna, and Josephina Steuber. "Perceived organizational purpose: Systematic literature review, construct definition, measurement and potential employee outcomes." <i>Journal of Management Studies</i> 60.6 (2023): 1415-1447, ISSN 0022-2380, WOS:000839971900001, https://www.webofscience.com/wos/woscc/full-record/WOS:000839971900001	Q1	1
2	Jain, Geetika, et al. "Antecedents of Blockchain-Enabled E-commerce Platforms (BEEP) adoption by customers—A study of second-hand small and medium apparel retailers." <i>Journal of Business Research</i> 149 (2022): 576-588. ISSN 0148-2963, WOS:000813036000004, https://www.webofscience.com/wos/woscc/full-record/WOS:000813036000004	Q1	1
3	Gillani, Fatima, et al. "Implementation of digital manufacturing technologies: Antecedents and consequences." <i>International Journal of Production Economics</i> 229 (2020): 107748, ISSN 0925-5273, WOS:000582335000003, https://www.webofscience.com/wos/woscc/full-record/WOS:000582335000003	Q1	1
4	Sarmah, Bijoylaxmi, Shampy Kamboj, and Zillur Rahman. "Co-creation in hotel service innovation using smart phone apps: an empirical study." <i>International Journal of Contemporary Hospitality Management</i> 29.10 (2017): 2647-2667. ISSN 0959-6119 WOS:000413025600009, https://www.webofscience.com/wos/woscc/full-record/WOS:000413025600009	Q1	1
5	Raza, Basharat, Sylvie St-Onge, and Saif Ullah. "Abusive supervision and deviance behaviors in the hospitality industry: The role of intrinsic motivation and core self-evaluation." <i>Tourism Management</i> 98 (2023): 104748. WOS:000982216200001, ISSN 0261-5177 https://www.webofscience.com/wos/woscc/full-record/WOS:000982216200001	Q1	1
	TOTAL		5
Adriana, Zaiț and Patricea Elena Berteu. "Financial Literacy-Conceptual Definition and proposed Approach for Measurement Instrument." <i>Journal of Accounting and Management</i> 4, no. 3 (2014), WOS:000346752000043, https://www.webofscience.com/wos/woscc/full-record/WOS:000346752000043 ISBN 978-606-714-021-7			
6	Madeira, C. and Margaretic, P., 2022. The impact of financial literacy on the quality of self-reported financial information. <i>Journal of Behavioral and Experimental Finance</i> , 34, p.100660, ISSN 2214-6350,	Q1	1



	WOS:000836434100006, https://www.webofscience.com/wos/woscc/full-record/WOS:000836434100006 ,		
	TOTAL		1
Bertea, E. and Zait, A., 2013. Scale validity in exploratory stages of research. <i>Management and marketing journal</i>, 11(1), pp.38-46 https://mnmk.ro/en/documents/2013-01/3-11-1-13.pdf			
7	Su, D.N., Nguyen, N.A.N., Nguyen, L.N.T., Luu, T.T. and Nguyen-Phuoc, D.Q., 2022. Modeling consumers' trust in mobile food delivery apps: Perspectives of technology acceptance model, mobile service quality and personalization-privacy theory. <i>Journal of Hospitality Marketing & Management</i> , 31(5), pp.535-569, ISSN 1936-8623 , WOS:000739198600001, https://www.webofscience.com/wos/woscc/full-record/WOS:000739198600001	Q1	1
	TOTAL		1
Bertea, P.E. and MOISESCU, O.I., 2011. Perceived risk, price and online travel agencies: does price always matter?. <i>Management & Marketing Journal</i>, 9(1) https://ideas.repec.org/a/aio/manmar/vixy2011i1p32-42.html			
8	Eun Lee, J. and Stoel, L., 2014. High versus low online price discounts: effects on customers' perception of risks. <i>Journal of Product & Brand Management</i> , 23(6), pp.401-412, WOS:000211892800002, ISSN 1061-0421 https://www.webofscience.com/wos/woscc/full-record/WOS:000211892800002	Q1	1
	TOTAL		1
Bertea, P.E. and Zait, A., 2013. Perceived risk vs. intention to adopt e-commerce-a pilot study of potential moderators. <i>Market-Tržište</i>, 25(2), pp.213-229 https://hrcak.srce.hr/file/165332			
9	Mumu, J.R., Saona, P., Mamun, M.A.A. and Azad, M.A.K., 2022. Is trust gender biased? A bibliometric review of trust in E-commerce. <i>Journal of Internet Commerce</i> , 21(2), pp.217-245, WOS:000653264100001, ISSN 1533-2861 https://www.webofscience.com/wos/woscc/full-record/WOS:000653264100001	Q2	0.75
	TOTAL		0.75
Bertea, P.E., 2015. From fearful to trustful-how perceived risk dimensions in e-commerce differentiate between consumers. <i>Review of Economic and Business Studies (REBS)</i>, (15), pp.45-54 https://rebs.fcaa.uaic.ro/articles/pdfs/190.pdf			
10	Ou, C.X., Zhang, X., Angelopoulos, S., Davison, R.M. and Janse, N., 2022. Security breaches and organization response strategy: Exploring consumers' threat and coping appraisals. <i>International Journal of Information Management</i> , 65, p.102498, WOS:000791289200009, ISSN 0268-4012 https://www.webofscience.com/wos/woscc/full-record/WOS:000791289200009	Q1	1
	TOTAL		1
	TOTAL FINAL		9.75



$$\text{TOTAL } S=P+C = 6.786+ 0.1875+9.75=16.7235$$

Nr.crt	Criterii minimale– conferențiar universitar	Realizat
1	$S > 1.5$	16.7235
2	$P > 0.75$	6.786
3	$C > 0.5$	9.75
4	Pentru conferențiar universitar, cercetător științific II trebuie îndeplinită una din următoarele condiții: a) din cele maximum 10 articole, candidatul trebuie să fie autor sau coautor a cel puțin un articol publicat în reviste cotate ISI cu scor absolut de influență (AIS) mai mare decât 0,15. b) să fi fost director responsabil partener/membru într-un proiect/grant de cercetare câștigat în competiții naționale sau internaționale, cu excepția proiectelor finanțate prin programe operaționale de tip POS-DRU, POS-CEE sau similare.	a. 2 articole în reviste cu AIS>0.15 b. • 2022 - Director de proiect CNFIS-FDI-2022-0562 - Susținerea ecosistemului antreprenorial în rândul studenților și absolvenților Universității “Alexandru Ioan Cuza” din Iași • 2025 – Director proiect VisionPrenor – drumul către antreprenariat CNFIS-FDI-2025-F-0120
5	Candidatul pentru titlul de Conferențiar, CS II trebuie să aibă un număr minim de 2 articole ISI cu AIS nenul din care 1 din categoriile Core Economics și/sau Infoeconomics. Jelea, Alexandra Raluca; Manolica, Adriana; Roman, Teodora; Berteza, Patricea Elena. "SMART CONSUMER-A FIRST QUALITATIVE STEP FOR A SCALE DEVELOPMENT." Transformations in Business & Economics 24.1 (2025). AIS (2024)=0.131 Ștefania-Mădălina Sâsâeac, Patricea Elena Berteza, Alexandra Raluca Jelea, Adriana Manolică, Cristina Teodora Roman, eWOM vs. aWOM: AI Powered Word of Mouth and Its Impact on Consumer Decision Making in Tourism, Scientific Annals of Economics and Business, vol. 72, nr. 3 (2025)	6 articole în reviste cu AIS nenul, din care 2 în CoreEconomics

27.05.2026

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