



Lista de lucrări

*Lector universitar doctor BERTEA PATRICEA ELENA*Lucrări reprezentative*

1. Berteza, 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>
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3. Brumă, I. S., Jelea, A. R., Rodino, S., Berteza, 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-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>
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>
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Teza de doctorat

1. Patricea Elena Berteza – Teza de doctorat cu titlul ”Relația dintre riscul perceput în comerțul electronic și intenția de cumpărare – o analiză din perspectiva marketing-ului” susținută în septembrie 2011

Teza de abilitare

- Nu este cazul

Cărți științifice publicate

1. Patricea Elena Berteza, Adrian Monoranu, Corneliu Munteanu, Tehnici Promotionale, Editura Performantica Iasi, 2016, 188pag
2. Patricea Elena Berteza, RISCUL ÎN COMERȚUL ELECTRONIC, Editura Performantica, Iasi, 2016, 221 pag

Capitole în cărți științifice

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Coordonarea și editarea de volume

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Articole științifice publicate in extenso în:

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1. Berteza, 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
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6. Berteia, Patricea Elena, Dudanu, Nicola, Manolica, Adriana, & Jelea, Alexandra (2024). From Classroom to Community: The Influence of Learning Spaces on Entrepreneurship Education. MID 2024, Cluj, Romania.
7. Berteia, Armand, & Berteia, Patricea Elena (2023). Entrepreneurial skills of former sportsmen – a literature review. GEBA 2023, Iași, Romania.
8. Berteia, Patricea Elena, & Chelaru, Mălina (2023). The entrepreneurial mindset – genetics, family education and acquired skills. EIBC 2023, Iași, Romania.
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 26. Zait, A; Berteza, PE and Andrei, AG, Present Issues In Entrepreneurship - A Synthesis Of Antecedents And Consequences At Individual, Organizational And Societal Level 21st Int Sci Conf of PGV Network - For Stronger Europe Renovation of the Economic, Entrepreneurial, Political, Territorial and Educational Structures, 2016 | pp.100-+
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