

LISTA LUCRĂRILOR ELABORATE

Din lista de completă de lucrări a autorului au fost selectate doar cele în legătură cu *disciplinele* din postul didactic în cauză, *domeniul* asociat și/sau, *justificat*, discipline și domenii înrudite cu acestea:

I. TEZA (E) DE DOCTORAT (T)

T1. Alexandra Ioanid, "*Cercetări privind utilizarea rețelelor sociale – abordare din perspectiva organizațiilor industriale* ", Universitatea Politehnica din București, 2016

II. CĂRȚI PUBLICATE (C)

III. ALTE MATERIALE PUBLICATE (I,D)

I1. Alexandra Ioanid, "*Îndrumar pentru aplicații de management* ", Editura Printech, în curs de apariție.

IV: ARTICOLE / STUDII IN EXTENSO PUBLICATE (R,V)

Ris - Reviste de specialitate de circulație internațională recunoscute (cotate / indexate ISI Thomson Reuters, sau indexate în alte Baze de Date Internaționale - BDI specifice domeniului, care fac un proces de selecție a revistelor pe baza unor criterii de performanță). Se menționează la fiecare lucrare includerea în Baza ISI [Accession Number, WOS=....., ultimul Factor Impact, ISSN] și/sau denumirea altei (altor) BDI.

Ris1- Ioanid, A., Militaru, G., Niculescu, C., & Deselnicu, D.C. (2016). *The determination of the factors that influence the use of social networks*. U.P.B. Scientific Bulletin, Series D, Vol. 78, Iss. 3, pp. 235-244, ISSN 1454-2358, Indexat Scopus, Ulrich's, Inspec, Metadex, Elsevier, Compendex.

Ris2 - Barua, A. & Ioanid, A. (2016). *Antecedents of branded house architecture in brand acquisition*. International Journal of Business and Management Studies, 05(01), pp. 161-176. ISSN: 2231 – 2463. Indexat Inno Space, Index Copernicus, GIF, Science Central.

Ris3 - Ioanid, A., Militaru, G. & Mihai, P. (2015). *Social Media strategies for organizations using influencers' power*. European Scientific Journal 11(10), August 2015, pp. 139-143. e-ISSN 1857-7431. Indexat EBSCO, ProQuest, Index Copernicus, Ulrich's , Google Scholar

Ris4 - Stoica, M., Dumitrescu, F. & Ioanid, A. (2014). *Impact of the new media knowledge on the organization management*. Network Intelligence Studies, ISSN-L: 2360-2554, pp. 115-121. Indexat Ideas, EconPapers, Ulrich's, Ceeol, Ebsco, Index Copernicus, EuroInternet, ScienceCentral.

Ris5 - Ioanid, A. (2015). *Multicultural Business Negotiation*. FAIMA Business & Management Journal, 3(1), pp. 5-14. ISSN: 2344-4088. Indexat ProQuest, Ebsco, Erih Plus, Google Scholar, Index Copernicus.

Ris6 - Militaru, G., Pollifroni, M. & Ioanid, A. (2015). *Big Data In Supply Chain Management: An Exploratory Study*. Network Intelligence Studies, (6), 103-108, ISSN-L: 2344-1712, Indexat Ideas, EconPapers, Ulrich's, Ceeol, Ebsco, Index Copernicus, EuroInternet, ScienceCentral.

Ris7 - Ioanid, A., Danalache, F. & Negoita, O.D. (2016). *Effect of Employees' Loyalty*. FAIMA Business & Management Journal, 4(1), pp. 67-78. ISSN: 2344-4088. Indexat ProQuest, Ebsco, Erih Plus, Google Scholar, Index Copernicus.

Vis- Volumele unor manifestări științifice internaționale recunoscute, organizate în țară și străinătate, indexate ISI Thomson Reuters sau indexate în alte Baze de Date Internaționale - BDI specifice domeniului, care fac un proces de selecție a publicațiilor pe baza unor criterii de performanță. *Se menționează la fiecare lucrare includerea în Baza ISI [ISI Proceedings, Accession Number, WOS=....., ISSN] și/sau denumirea altei (altor) BDI.*

Vis1 - Ioanid, A., Scarlat, C. & Militaru, G. (2015). *How managers and entrepreneurs use the innovative social technologies*. Proceedings of the 10th European Conference on Innovation and Entrepreneurship. September 17th -18th 2015, Genova, Italy, ISBN: 978-1-910810-49-1, pp. 298-302, Indexat ISI Proceedings. **WOS:000371978800035**

Vis2 - Ioanid, A., Scarlat, C. & Militaru, G. (2016). *How mobile technologies and social media merge to help managers and entrepreneurs fast track their business*. Proceedings of the 11th European Conference on Innovation and Entrepreneurship. September 15th -16th 2016, Jyväskylä, Finland, ISBN: 978-1-911218-07-4, pp. 297-302. Indexat ISI Proceedings. **WOS:000389514100036**

Vis3 - Brujban, A., Scarlat, C. & Ioanid, A. (2015). *Can Women be Successful Managers in Technology Business? Four Romanian Examples*. In 7th Balkan Region Conference on Engineering and Business Education - BRCEBE, Vol. 1, No. 1. November 1st-4th, 2015. Sibiu, Romania, ISBN: 978-0-646-94781-5, pp. 239-249, Indexat Indexat ISI Proceedings, De Gruyter Open, EconPapers.

WOS: 000380559300007

Vis4 - Militaru, G., Deselnicu, D.C., **Ioanid, A.** & Simion, C. (2016). *Exploring the relationship between transformational leadership and student performance*. Proceedings of the 28th IBIMA Conference on Vision 2020: Innovation Management, Development Sustainability, and Competitive Economic Growth. November 9th-10th, Seville, Spain. Indexat ISI Proceedings. **WOS:000392785700253**

Vis5 - Scarlat, C., Horn Nord, J. & **Ioanid, A.** (2015). *Access to and use of social technologies: A survey in Romania*. Proceedings of the 7th International Conference on Management & Industrial Engineering - ICMIE 2015: "Management – The Key Driver for Creating Value". October 22nd -23rd, 2015. Bucharest, Romania, pp. 220-227, ISSN: 2344-0937. Indexat ProQuest și Google Scholar.

Vis6 - **Ioanid, A.**, Danalache, F., Danalache, P.M. & Negoita, O.D. (2015). *Obtaining value through employees' loyalty*. Proceedings of the 7th International Conference on Management & Industrial Engineering - ICMIE 2015: "Management – The Key Driver for Creating Value". October 22nd -23rd, 2015. Bucharest, Romania, pp. 596-603, ISSN: 2344-0937. Indexat ProQuest și Google Scholar.

Vis7 - Danalache, F., Ioanid, A., Danalache, P.M. & Negoita, O.I. (2015). *Entrepreneurship and its relationship with technology innovation and HRM*. Proceedings of the 7th International Conference on Management & Industrial Engineering - ICMIE 2015: "Management – The Key Driver for Creating Value". October 22nd -23rd, 2015. Bucharest, Romania, pp. 604-611, ISSN: 2344-0937. Indexat ProQuest și Google Scholar.

Vis8 - Ioanid, A., Militaru, G., Negoita, O.D. & Dumitriu, D. (2015). *Managing business using social networks: the relation between a company's social media activities and the results obtained*. Proceedings of the 7th International Conference on Management & Industrial Engineering - ICMIE 2015: "Management – The Key Driver for Creating Value". October 22nd -23rd, 2015. Bucharest, Romania, pp. 211-219, ISSN: 2344-0937. Indexat ProQuest și Google Scholar.

Vis9- Dumitriu, D., Voicu, P., Mihai, P. & Ioanid, A. (2015). *Competitive marketing advantages in online businesses*. Proceedings of the 7th International Conference on Management & Industrial Engineering - ICMIE 2015: "Management – The Key Driver for Creating Value". October 22nd -23rd, 2015. Bucharest, Romania, pp. 251-265, ISSN: 2344-0937. Indexat ProQuest și Google Scholar.

Vis10- Ioanid, A., Svasta, M. & Hermel-Stanescu, M. (2014). *The importance of social networks' weak ties in business development*. In Proceedings of the 13th International Academic Conferences. International Institute of Social and Economic Sciences. September 15th -18th 2014, Antibes, Franța. ISBN: 978-80-87927-05-2, pp. 101-105. Volum indexat RePec și Google Scholar.

Vis11- Ioanid, A., Zarzu, C. L., & Scarlat, C. (2014). *Communicating Successfully When Managing Multicultural Teams*. SEA-Practical Application of Science, Volume II, Issue 3(5), pp. 349-354. November 28th -29th 2014, Iași, Romania. ISSN-L: 2360-2544. Indexat IDEAS, EconPapers, Ulrich's, Ceol, Ebsco, Index Copernicus, EuroInternet, ScienceCentral.

Vis12- Ioanid, A., Mihai, P. & Militaru, G. (2014). *Integrating Country-Specific Culture In The Branding Strategy For Building Global Success*. SEA-Practical Application of Science: Bridges between theoreticians and practitioners, Volume II, Issue 3(5), pp.355-358. November 28th -29th 2014, Iași, Romania. ISSN-L: 2360-2554. Indexat IDEAS, EconPapers, Ulrich's, Ceol, Ebsco, Index Copernicus, EuroInternet, ScienceCentral.

Vi - Volumele unor manifestări științifice internaționale recunoscute, organizate în țară și străinătate;

Vi1 - Deselnicu, D.C., Militaru, G., Ioanid, A. & Hanchevici, B. (2016). *Export strategy for a Romanian food product*. Proceedings of the 6th International Conference on Advanced Materials and Systems – ICAMS 2016. October 20th -22nd 2016, Bucharest, Romania. Trimis spre indexare Scopus și ISI Proceedings.

Vi2 - Ioanid, A., Scarlat, C. & Militaru, G. (2015). *Success social media prediction model for organizations*. Proceedings of the The 3rd European Interdisciplinary Forum 2015 (EIF2015): "Drivers for progress in the global society". p 25. June 18-19, Vilnius, Lithuania. ISBN 978-609-95468-5-8.

Vi3 - Ioanid, A. & Militaru, G. (2015). *Entrepreneurship and Leadership skills within Diasporas: Romanian versus Portuguese Diasporas*. Proceedings of the 11th Iberian International Business Conference. October 1st-4th 2015, Porto, Portugal. p. 129. ISBN: 978-972-99847-5-4.

Vi4 - Ioanid, A. & Niculescu, A. (2015). *Social media mining for business applications*. Abstract book of the 8th International Conference ARS15, April 28th-30th 2015, Anacapri, Capri, Italy. p.61.

Vi5- Ioanid, A. (2015). *How to increase influence and visibility in social media. In Negotiating (in) visibility: managing attention in the digital sphere.* The 8th International Conference on Communication and Reality, pp. 209-212. June 4th-5th, Barcelona, Spania. ISBN: 978-84-941193-2-3.