

LISTA DE LUCRĂRI

Simona VINEREAN

a) Teza de doctorat

[1]. **Simona VINEREAN**, *Cercetarea și modelarea angajamentului consumatorilor în cadrul serviciilor online*, Academia de Studii Economice din București, 245 pg., 2015

b) Lucrări care pun în evidență activitatea de cercetare:

- proiecte de cercetare pe bază de contract/granturi internaționale

[1]. **Simona VINEREAN** – „Modelarea angajamentului clienților în contextul mediilor digitale”

Tip proiect: Grant ULBS de cercetare științifică, creație artistică și performanță sportivă finanțat din fonduri Hasso Plattner (Hotărârea Consiliului de Administrație nr. 27 din 15.07.2020), Perioada: 2020-2023
Cod proiect: LBUS-IRG-2020-06

[2]. **Simona VINEREAN** – „New Modes of Mobility - NewM”

Cod proiect: nr. 2019-1-DE01-KA203-005053 finanțat din fonduri externe nerambursabile prin programul Erasmus +
Funcția în cadrul proiectului: Formator/cercetător

[3]. **Simona VINEREAN** – „Proiect privind Învățământul Secundar – ROSE (Romania Secondary Education Project)”

Cod proiect: AG42/SGU/NC/I/27 finanțat de Ministerul Educației Naționale, prin Unitatea de Management al Proiectelor cu Finantare Externă, conform Acordului de Împrumut nr. 8481-RO semnat între Guvernul României și Banca Internațională pentru Reconstrucție și Dezvoltare

Titlul subproiectului: „STUDII UNIVERSITARE PENTRU O CARIERĂ DE SUCCES – SUCCEED (I/NC/27)”

Poziția în cadrul proiectului: TUTOARE

c) Lucrări care pun în evidență contribuția științifică:

Carte publicată la o editură internațională

[1]. **Simona VINEREAN**, 2013. *Applying Online Behavioral Models in Internet Retailing: Understanding Consumer Behavior in Online Marketing*. Saarbrücken, Germany: LAP LAMBERT Academic Publishing. ISBN-10: 3659448451. ISBN-13: 978-3659448454

Articole publicate ca autor sau coautor în reviste cotate ISI – WoS sau Scopus:

- [1]. **VINEREAN, S.**, Budac, C., Baltador, L.A. and Dabija, D.C., 2022. Assessing the Effects of the COVID-19 Pandemic on M-Commerce Adoption: An Adapted UTAUT2 Approach. *Electronics*, 11(8), p.1269.
<https://www.mdpi.com/2079-9292/11/8/1269>
- [2]. Cetină, I., **VINEREAN, S.**, Opreana, A., Rădulescu, V., Goldbach, D. and Radulian, A., 2022. The Impact of the Covid-19 Pandemic on Consumers' Online Shopping Behaviour-An Empirical Model. *Economic Computation & Economic Cybernetics Studies & Research*, 56(1).
http://ecocyb.ase.ro/nr2022_1/3.%20Cetina%20Iuliana,%20Violeta%20Radulescu%20pdf.pdf
- [3]. **VINEREAN, S.** and Opreana, A., 2021. Measuring customer engagement in social media marketing: A higher-order model. *Journal of Theoretical and Applied Electronic Commerce Research*, 16(7), pp.2633-2654.
<https://www.mdpi.com/0718-1876/16/7/145>
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<https://www.mdpi.com/1356498>
- [5]. Cetină, I., Dumitrescu, L., and **VINEREAN, S.** 2014. Exploring Consumer Engagement in an E- Setting: A Qualitative Research of Marketing Executives. *Economic Computation & Economic Cybernetics Studies & Research*, 48(2), pp. 37-57.
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Lucrări în jurnale și reviste de specialitate

- [1]. **Simona VINEREAN**, Alin Opreana, 2021. Segmenting Customers Based on Key Determinants of Online Shopping Behavior. In: Orăștean R., Ogreaan C., Mărginean S.C. (eds) *Organizations and Performance in a Complex World. IECS 2019. Springer Proceedings in Business and Economics*. Springer, Cham.
https://doi.org/10.1007/978-3-030-50676-6_31
- [2]. **Simona VINEREAN**, 2020. Understanding Consumers' Online Shopping Behavior during the Covid-19 Pandemic – Empirical Research. *Expert Journal of Marketing*, 8(2), pp.140-150.
<https://marketing.expertjournals.com/23446773-812/>
- [3]. **Simona VINEREAN**, Alin Opreana, 2019. Social Media Marketing Efforts of Luxury Brands on Instagram. *Expert Journal of Marketing*, 7(2), 144-152.
<https://marketing.expertjournals.com/23446773-714/>
- [4]. **Simona VINEREAN**, Alin Opreana, 2018. Key Predictors of Customer Loyalty for Facebook Brand Pages. *Empirical Research on Social Media Marketing*. In *International Economic Conference of Sibiu* (pp. 433-449). Springer, Cham. ISBN 978-3-030-01878-8.
https://doi.org/10.1007/978-3-030-01878-8_36

[5]. **Simona VINEREAN**, 2017. Content Marketing Strategy. Definition, Objectives and Tactics. *Expert Journal of Marketing*, 5(2), pp. 92-98.

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[6]. **Simona VINEREAN**, 2017. Importance of Strategic Social Media Marketing. *Expert Journal of Marketing*, 5 (2), pp. 28-35.

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[12]. **Simona VINEREAN**, Iuliana Cetină, Luigi Dumitrescu, 2014. Analyzing Internet Usage and Online Shopping for International Consumers. *Annales Universitatis Apulensis Series Oeconomica*, 16(2), pp. 389-399.

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Lucrări la conferințe

[1]. **Simona VINEREAN**, Alin Opreana, Mihai Țichindelean, 2014, Analyzing Consumer Engagement Programs from the Perspective of a Qualitative Research of Marketing Executives. *Procedia Economics and Finance*, 16, pp. 621-630.

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