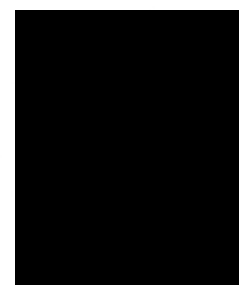


**Fișa de verificare a îndeplinirii condițiilor minime și obligatorii
pentru ocuparea postului CONFERENȚIAR**

Milovan-Ciuta Anca-Maria

Articole publicate în reviste cotate ISI cu scor absolut de influență (AIS) nenul și publicații (cărți sau capitole în cărți) apărute la edituri naționale și internaționale:

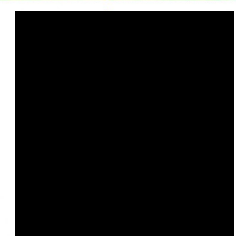
| Nr. Articol | Articol, referința bibliografică | M | N | AIS | Punctaj Final |
|-------------|--|--------|---|-------------------------------|--|
| 1 | Dobre, C., Milovan, A. M. , Preda, G., Naghi, R. (2023). Post-purchase behaviour triggers in branded mobile shopping apps. <i>Marketing Intelligence & Planning</i> , ISSN 0263-4503, Vol. 41, Issue 3, pp. 344-359, https://doi.org/10.1108/MIP-08-2022-0357 , WOS:000933174300001 Categoriza de încadrare (Index JCR): Core Economics (Business) | 1 0 | 4 | 0,699 (AIS 2022) | $10 \times [1 - (4 - 1) \times 0,1] \times 0,699 = 4,893$ |
| 2 | Dobre, C., Milovan, A. M. , Duțu, C., Preda, G., Agapie, A. (2021). The Common Values of Social Media Marketing and Luxury Brands. The Millennials and Generation Z Perspective. <i>Journal of Theoretical and Applied Electronic Commerce Research</i> , ISSN 0718-1876, Vol. 16, Issue 7, pp. 2532-2553, https://doi.org/10.3390/jtaer16070139 , WOS: 000737562900001, https://www.mdpi.com/0718-1876/16/7/139 Categoriza de încadrare (Index JCR): Core Economics (Business) | 1 0 | 5 | 0,640 (AIS 2022) | $10 \times [1 - (5 - 1) \times 0,1] \times 0,640 = 3,84$ |
| 3 | Petrescu, M., Kitchen, P., Dobre, C., Ben Mrad, S., Milovan-Ciuta, A. , Goldring, D. and Fiedler, A. (2022), "Innocent until proven guilty: suspicion of deception in online reviews", <i>European Journal of Marketing</i> , Vol. 56 No. 4, pp. 1184-1209. https://doi.org/10.1108/EJM-10-2019-0776 , WOS:000782134700001 Categoriza de încadrare (Index JCR): Core Economics (Business) | 1 0 | 2 | 1.172 (AIS 2022) | $10 \times [1 - (2 - 1) \times 0,1] \times 1,172 = 10,548$ |
| 4 | Dobre, C., Milovan, A. (2019), Marketing online și social media. Călătorie în lumea virtuală a marketingului. Editura CH. Beck, Bucuresti, ISBN: 978-606-18-0842-7 | | 2 | - | $0,2/2=0,1$ |
| | TOTAL Punctaj Pi | | | | 19,381 |



Citări în reviste cotate ISI cu scor absolut de influență (AIS) nenul sau citări în cărți publicate la edituri de prestigiu:

| Nr. Crt | Articolul citat | Revista si articolul in care a fost citat | Cuartila | Categorie de încadrare | AIS | Punctaj |
|---------|--|--|----------|--|-------|---------|
| 1 | Dobre, C., Milovan, A. M. , Preda, G., Naghi, R. (2023). Post-purchase behaviour triggers in branded mobile shopping apps. <i>Marketing Intelligence & Planning</i> , ISSN 0263-4503, Vol. 41, Issue 3, pp. 344-359, https://doi.org/10.1108/MIP-08-2022-0357 | Huang, T. (2023). Using SOR framework to explore the driving factors of older adults smartphone use behavior. <i>Humanities and Social Sciences Communications</i> , 10(1), 1-16. https://doi.org/10.1057/s41599-023-02221-9 | Q1 | HUMANITIES, MULTIDISCIPLINARY - AHCI | 0,941 | 1 |
| 2 | Petrescu, M., Kitchen, P., Dobre, C., Ben Mrad, S., Milovan Ciuta, A. , Goldring, D., Fiedler, A., (2022). Innocent until proven guilty: suspicion of deception in online reviews. <i>European Journal of Marketing</i> , Vol. 56 No. 4, pp. 1184-1209, https://doi.org/10.1108/EJM-10-2019-0776 | Sahut, J.M., Laroche, M., Braune, E. (2024) Antecedents and consequences of fake reviews in a marketing approach: An overview and synthesis. <i>Journal of Business Research</i> , Vol. 175. https://doi.org/10.1016/j.jbusres.2024.114572 https://www.sciencedirect.com/science/article/pii/S0148296324000766?via%3Dihub | Q1 | BUSINESS - SSCI | 1.946 | 1 |
| 3 | Petrescu, M., Kitchen, P., Dobre, C., Ben Mrad, S., Milovan Ciuta, A. , Goldring, D., Fiedler, A., (2022). Innocent until proven guilty: suspicion of deception in online reviews. <i>European Journal of Marketing</i> , Vol. 56 No. 4, pp. 1184-1209, https://doi.org/10.1108/EJM-10-2019-0776 | Liu, C., He, X., Yi, L., (2024). Determinants of multimodal fake review generation in China's E-commerce platforms. <i>Scientific Reports</i> , 14 (1). DOI: 10.1038/s41598-024-59236-8 | Q2 | MULTIDISCIPLINARY SCIENCES - SCIE | 1.129 | 0.75 |
| 4 | Petrescu, M., Kitchen, P., Dobre, C., Ben Mrad, S., Milovan Ciuta, A. , Goldring, D., Fiedler, A., (2022). Innocent until proven | Shin, S., & Xiang, Z (2023). Effect of online review comment recency on information processing: interaction between overall and | Q1 | HOSPITALITY, LEISURE, SPORT & TOURISM - SSCI | 1.640 | 1 |

| | | | | | | |
|---|--|---|----|--|-------|---|
| | guilty: suspicion of deception in online reviews. <i>European Journal of Marketing</i> , Vol. 56 No. 4, pp. 1184-1209, https://doi.org/10.1108/EJM-10-2019-0776 | recently posted individual ratings, <i>Journal of Hospitality Marketing & Management</i> , https://doi.org/10.1080/19368623.2023.2279166 | | | | |
| 5 | Petrescu, M., Kitchen, P., Dobre, C., Ben Mrad, S., Milovan Ciuta, A. , Goldring, D., Fiedler, A., (2022). Innocent until proven guilty: suspicion of deception in online reviews. <i>European Journal of Marketing</i> , Vol. 56 No. 4, pp. 1184-1209, https://doi.org/10.1108/EJM-10-2019-0776 | Zhang, Z., Li, Y., Li, H., Zhang, Z. (2022). Restaurants' motivations to solicit fake reviews: A competition perspective, <i>International Journal of Hospitality Management</i> , Vol. 107. https://doi.org/10.1016/j.ijhm.2022.103337 | Q1 | HOSPITALITY, LEISURE, SPORT & TOURISM - SSCI | 1.815 | 1 |
| 6 | Constantin, A. , (2012), The Antecedents of e-satisfaction and e-loyalty, <i>Timișoara Journal of Economics and Business</i> , Volume 5, Issue 2, pag. 236-252. | Goo, J., Huang, C.D., Yoo, C.W. et al. (2022). Smart Tourism Technologies' Ambidexterity: Balancing Tourist's Worries and Novelty Seeking for Travel Satisfaction. <i>Information Systems Frontiers</i> , Vol. 24, pp. 2139-2158. https://doi.org/10.1007/s10796-021-10233-6 | Q1 | COMPUTER SCIENCE, THEORY & METHODS - SCIE | 0,946 | 1 |
| 7 | Constantin, A. , (2012), The Antecedents of e-satisfaction and e-loyalty, <i>Timișoara Journal of Economics and Business</i> , Volume 5, Issue 2, pag. 236-252. | Tseng, A. (2017). Why do online tourists need sellers' ratings? Exploration of the factors affecting regretful tourist e-satisfaction, <i>Tourism Management</i> , vol. 59(C), pp. 413-424. https://doi.org/10.1016/j.tourman.2016.08.017 | Q1 | HOSPITALITY, LEISURE, SPORT & TOURISM - SSCI | 2,337 | 1 |
| 8 | Dobre, C., Dragomir, A. C., Milovan, A.M. (2013), A marketing perspective on the influences of waiting time and servicescape on perceived value, <i>Management &</i> | Pizam, A., & Tasci, A.D. (2019). Experienscape: expanding the concept of servicescape with a multi-stakeholder and multi-disciplinary approach (invited paper for 'luminaries' special | Q1 | HOSPITALITY, LEISURE, SPORT & TOURISM - SSCI | 1.815 | 1 |



| | | | | | | |
|----|---|---|----|--|-------|-------------|
| | Marketing, 1842-0206, No4, Vol. 8. | issue of International Journal of Hospitality Management). International Journal of Hospitality Management, vol. 76, pp.25-37 https://doi.org/10.1016/j.ijhm.2018.06.010 | | | | |
| 9 | Dobre, C., Dragomir, A. C., Milovan, A.M. (2013), A marketing perspective on the influences of waiting time and servicescape on perceived value, Management & Marketing, 1842-0206, No4, Vol. 8. | Tasci, A.D.A. and Pizam, A. (2020), "An expanded nomological network of experienscape", International Journal of Contemporary Hospitality Management, Vol. 32 No. 3, pp. 999-1040. https://doi.org/10.1108/IJCHM-12-2018-0988 | Q1 | HOSPITALITY, LEISURE, SPORT & TOURISM - SSCI | 1.426 | 1 |
| 10 | Dobre, C., Milovan, A.M., Duțu, C., Preda, G., & Agapie, A. (2021). The Common Values of Social Media Marketing and Luxury Brands. The Millennials and Generation Z Perspective. Journal of Theoretical and Applied Electronic Commerce Research, 16(7), 2532-2553. | Lee, C. and Lee, E. H. (2024) Evaluation of urban nightlife attractiveness for Millennials and Generation Z. Cities, Vol. 149, p. 104934. https://doi.org/10.1016/j.cities.2024.104934 | Q1 | URBAN STUDIES - SSCI | 1,364 | 1 |
| | TOTAL Punctaj C | | | | | 9.75 |

Situația îndeplinirii criteriilor de conferențiar

| Criterii minime Conferențiar | Punctaj obținut |
|------------------------------|-----------------|
| S ≥ 1,5 | 29,131 |
| P ≥ 0,75 | 19,381 |
| C ≥ 0,5 | 9.75 |

14.05.2024

Semnăt

