



LISTA DE LUCRĂRI

I. Lista celor maximum 10 lucrari considerate a fi cele mai relevante pentru realizările profesionale proprii:

A. Articole care prezintă contribuții științifice originale, in extenso, publicate într-o revistă cotate ISI cu factor de impact mai mare ca 0

1. Dobre, C., **Milovan, A.-M.**, Preda, G. and Naghi, R. (2023). Post-purchase behaviour triggers in branded mobile shopping apps, *Marketing Intelligence & Planning*, Vol. 41., No. 3, pp. 344-359, ISSN 0263-4503, <https://doi.org/10.1108/MIP-08-2022-0357> , WOS:000933174300001 (AIS **0,699**) (Q3)
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. *European Journal of Marketing*, Vol. 56 No. 4, pp. 1184-1209, <https://doi.org/10.1108/EJM-10-2019-0776> (AIS= **1.172**), WOS:000782134700001(Q2)
3. 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, ISSN 0718-1876, <https://doi.org/10.3390/jtaer16070139> , WOS: 000737562900001, (AIS **0,640**), (Q3)

B. Articole care prezintă contribuții științifice originale, in extenso, publicate într-o revistă indexată de cel puțin 2 dintre bazele de date internaționale recunoscute

1. Petrescu, M., Kachen, S., Dobre, C., **Milovan-Ciuta, A.** & Orzan, M. (10 Mar 2024): Decoding the dual desire: Expressive and impressive motivations for neo-luxury wearables, *Journal of Marketing Communications*, DOI: 10.1080/13527266.2024.2328558, Indexări: Scopus, EBSCO
2. Dobre, C., Preda, G., **Milovan, A.**, Naghi, R.I., & Prada, S.I. (2021). The Perceived Value of Higher Education and University Competitiveness-The Rubik Cube Metaphor. *Review of Innovation and Competitiveness: A Journal of Economic and Social Research*, 7(1), 33-59, ISSN 1849-8795 și 1849-9015, Indexări: Hrčak; **ERIH PLUS**; Index Copernicus International; Scientific Indexing Service (SIS) database; International

- Scientific Indexing (ISI); **DOAJ**; Scilit; Directory of Research Journals Indexing (DRJI); Google Scholar; WorldCat; Crossref; Open Science Directory; BASE (Bielefeld Academic Search Engine)
3. Ghachem, L., Dobre, C., Etemad-Sajadi, R., **Milovan-Ciuta, A.**, (2019). The impact of cultural dimensions on the perceived risk of online shopping, *Studia Universitatis Babeș Bolyai – Negotia*, 64 (3), pp. 7-28. Baze de date: DOAJ, REPEC, EBSCO, CABELL'S DIRECTORY, ERIH PLUS
 4. Petrescu, M., Dobre, C., **Milovan-Ciuta, A.**, (2018). Social bonds and millennial consumers' activity in social networks, *International Journal of Internet Marketing and Advertising* 12 (3), pp. 290-304. Baze de date: SCOPUS, PROQUEST, REPEC
 5. Dobre, C., **Milovan-Ciuta, A. M.**, (2015). Personality Influences On Online Stores Customers Behavior, *Ecoforum Journal*, Vol 4, No 1, ISSN: 2344 – 2174. Baze de date: DOAJ, REPEC, ERIHPLUS
 6. 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. Baze de date: DOAJ, REPEC, EBSCO, CABELL'S Directory, ERIH PLUS
 7. **Constantin, A.**, (2012), The Antecedents of e-satisfaction and e-loyalty, *Timișoara Journal of Economics and Business*, Volume 5, Issue 2, pag. 236-252. Baze de date: EBSCO, CABELL'S DIRECTORY, DOAJ.

II. Titlul tezei de doctorat

“Decizii și experiențe ale cumpărătorilor în mediul online”, Universitatea de Vest din Timișoara (data susținerii 25 septembrie 2012)

III. Lista cărților

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