

AVIZAT pentru domeniul MARKETING

Director Școala doctorală de Științe economice

Prof. dr. ec. habil. Mihaela NECULIȚĂ

AVIZAT pentru domeniul MARKETING

Director CSUD,

Prof. dr. ing. Gabriela RÂPEANU

FIȘA DE VERIFICARE A ÎNDEPLINIRII STANDARDELOR MINIMALE – ABILITARE (MARKETING)

conform Ordinului nr. 6129/2016

Candidat: **Conf. univ. dr. Alexandra Perju-Mitran**

I. Articole în reviste indexate Web of Science (AIS nenul – max. 10)

Nr.	Autori & Titlu articol	Revistă	Vol./Nr./Pagini	Data	ISSN	WOS	AIS	Punctaj
1	Gheorghe, I. R., Gheorghe, C. M., Perju-Mitran, A., & Popa-Velea, O. (2025). Can Incentives Ensure the Social Sustainability of Blood Donation? Insights from a Romanian Higher Education Institution. https://www.mdpi.com/2071-1050/17/8/3637	Sustainability	17(8), 3637	20 25	ISSN 2071- 1050	WOS:00147 5816300001	0.538	2,2596
PUNCTAJ							0.538	2,2596
2	Perju-Mitran, A., Budacia, A.-E., Budacia, L.C.-G., Busuioc, M.F. (2022). A conceptual model of consumer intention to continue buying eco-labeled products. https://www.cceol.com/search/article-detail?id=1038606	Amfiteatrul Economic	Vol. 24, Nr. 60, pp. 377-395	20 22	ISSN 1582- 9146 / Online 2247- 9104	WOS:00087 8397900011	0,251	1,757
PUNCTAJ							0,251	1,757

3	Zirra, D.; Perju-Mitran, A.; Căruțașu, G.; Pîrjan, A.; Garais, E.G. (2020). An Analysis of the Socio-Economic and Human Life Impact of Implementing the eCall In Vehicle System (IVS) in the Purpose of Ensuring Sustainable, Improved Rescue Operations on European Roads https://www.mdpi.com/2071-1050/12/13/5341	Sustainability	12(13): 5341	20 20	ISSN 2071- 1050	WOS:00055 0183900001	0,538	1,9368
PUNCTAJ							0,538	1,9368
4	Perju-Mitran, A.; Zirra, D.; Căruțașu, G.; Pîrjan, A.; Stănică, J.-L. (2020). Applying the Technology Acceptance Model to Assess the Intention to Use an Aftermarket eCall Based on 112 Device for Passenger Vehicles to Ensure Sustainable Rescue Operations on European Roads https://www.mdpi.com/2071-1050/12/22/9488	Sustainability	12(22): 9488	20 20	ISSN 2071- 1050	WOS:00059 4568400001	0,538	1,9368
PUNCTAJ							0,538	1,9368

5	Zirra, D.; Perju-Mitran, A.; Căruțașu, G.; Pîrjan, A.; Cristache S.E. (2022). Cost-Benefit Approach for Analysing the Impact of eCall Technology Passenger Vehicles. https://inzeko.ktu.lt/index.php/EE/article/view/29321	Inzinerine Ekonomika – Engineering Economics	Vol. 33(2), 20 pp. 143- 160	22	Print ISSN:13 92-2785; Online:2 029- 5839	WOS:00079 3105400003	0,209	1,254
PUNCTAJ							0,209	1,254

6	Petroșanu, D.M.; Pîrjan, A.; Căruțașu, G.; Tăbușcă, A.; Zirra, D.L.; Perju-Mitran, A. (2022). E-Commerce Sales Revenues Forecasting by Means of Dynamically Designing, Developing and Validating a Directed Acyclic Graph (DAG) Network for Deep Learning https://www.mdpi.com/2079-9292/11/18/2940	Electronics	11(18): 2940	20 22	ISSN 2079- 9292	WOS:00085 8214700001	0,429	1,716
PUNCTAJ							Total	10,8602

- **Total punctaj articole AIS nenul: 10,8602**
- **Total articole cu AIS > 0.15: 6**
- **Total articole cu AIS nenul: 6**
- **Total articole în Core Economics și/sau Infoeconomics: 3**

II. Cărți și capitole

Nr.	Autori & Titlu	Editura / ISBN	An	Pagini	Punctaj
1	Perju-Mitran, A. (2024). Promotion and Business Management. În European Perspectives on Green Biotechnology Business Practices.	Cambridge Scholars Publishing, ISBN 9781036404161	2024	p. 68-78	0.10
2	Zirra, D., Căruțașu, G., Garais, G.E., Mărgărit, G.L., & Perju-Mitran, A. (2019). Start-Up and Management Features in Biotech Business.	Springer, ISBN 9783030221430	2019	p. 195-213	0.10
3	Perju-Mitran, A. (2019). Key Elements of the Biotech Market.	Springer, ISBN 9783030221416	2019	pp. 229-234	0.25
4.	Perju-Mitran, A., Zirra, D. (2020). Teorii și modele de referință utilizate în analiza adoptării noilor tehnologii.	Editura Universitară, ISBN 9786062811853	2020	pp.23-52	0.05

T=0,5 puncte

II. Citări (sumar)

Nr. crt	Lucrare proprie	Lucrare care citează	Cuar tilă	An	AIS	Punct aj
1	Perju-Mitran, A., & Budacia, A. E. (2017). Age differences in responses to marketing communication techniques used in online social networks. <i>Journal of Information Systems & Operations Management</i> , 1, 385- 395. https://search.proquest.com/openview/d208c5c2e3384f08b4316e4f1d376662/1?pq-origsite=gscholar&cbl=1216366	Klopčič, M., Slokan, P., & Erjavec, K. (2020). Consumer preference for nutrition and health claims: A multi-methodological approach. <i>Food Quality and Preference</i> , 82, 103863. https://www.webofscience.com/wos/woscc/full-record/WOS:000517349400003	Q1	2020	0,429	1,00
2	Perju-Mitran, A., Negricea, C. I., & Edu, T. (2014). Modelling the Influence of online marketing communication on behavioural intentions. <i>Network Intelligence Studies</i> , 2, 245-253. https://ideas.repec.org/a/cmj/networ/y2014i4p245-253.html	Meghisan-Toma, G. M., Puiu, S., Florea, N. M., Meghisan, F., & Doran, D. (2021). Generation Z'young adults and M-commerce use in Romania. <i>Journal of Theoretical and Applied Electronic Commerce Research</i> , 16(5), 1458-1471. https://www.webofscience.com/wos/woscc/full-record/WOS:000665529200001	Q3	2021	0,697	0,50
3	Perju-Mitran, A. (2018). Responses to communication techniques used in building customer relationships within online social networks-A qualitative approach. <i>Romanian Economic and Business Review</i> , 13(1), 35-47. https://search.proquest.com/openview/9bac3991b51077783386cbc8e5b3b1fb/1?pq-origsite=gscholar&cbl=1216367	D'Attoma, I., & Ieva, M. (2024). A new composite index to assess environmental consciousness using survey data and big data: Empirical evidence from European consumers. <i>Socio-Economic Planning Sciences</i> , 95, 102038. https://www.webofscience.com/wos/woscc/full-record/WOS:001297078300001	Q2	2024	0,903	0,75

4	Perju-Mitran, A., Zirra, D., Căruțașu, G., Pîrjan, A., & Stănică, J. L. (2020). Applying the Technology Acceptance Model to Assess the Intention to Use an Aftermarket eCall Based on 112 Device for Passenger Vehicles to Ensure Sustainable Rescue Operations on European Roads. <i>Sustainability</i> , 12(22), 9488. https://www.webofscience.com/wos/woscc/full-record/WOS:000594568400001	Lin, C., Xue, X., Zhu, Z., Luo, Y., & Song, R. (2024). Factors related to the intention of choosing shared E-scooters for metro transfer: A survey study integrating weather perception into satisfaction evaluation from Changsha. <i>Plos one</i> , 19(9), e0309953. https://www.webofscience.com/wos/woscc/full-record/WOS:001309221100003	Q2	2024	0,831	0,75
5	Perju-Mitran, A., Zirra, D., Căruțașu, G., Pîrjan, A., & Stănică, J. L. (2020). Applying the Technology Acceptance Model to Assess the Intention to Use an Aftermarket eCall Based on 112 Device for Passenger Vehicles to Ensure Sustainable Rescue Operations on European Roads. <i>Sustainability</i> , 12(22), 9488. https://www.webofscience.com/wos/woscc/full-record/WOS:000594568400001	Suo, Y., Li, C., Tang, L., & Huang, L. (2024). Exploring AAM acceptance in tourism: Environmental consciousness's influence on hedonic motivation and intention to use. <i>Sustainability</i> , 16(8), 3324. https://www.webofscience.com/wos/woscc/full-record/WOS:001210869200001	Q3	2024	0,538	0,50
6	Petroșanu, D. M., Pîrjan, A., Căruțașu, G., Tăbușcă, A., Zirra, D. L., & Perju-Mitran, A. (2022). E-commerce sales revenues forecasting by means of dynamically designing, developing and validating a directed acyclic graph (DAG) network for deep learning. <i>Electronics</i> , 11(18), 2940. https://www.webofscience.com/wos/woscc/full-record/WOS:000858214700001	Mo, R., & Wang, S. B. (2025). E-commerce Research in the Past Decade: A Bibliometric Analysis. <i>SAGE Open</i> , 15(3), 21582440251381152. https://www.webofscience.com/wos/woscc/full-record/WOS:001578813400001	Q2	2025	0,470	0,75
7	Petroșanu, D. M., Pîrjan, A., Căruțașu, G., Tăbușcă, A., Zirra, D. L., & Perju-Mitran, A. (2022). E-commerce sales revenues forecasting by means of dynamically designing, developing and validating a directed acyclic graph (DAG) network for deep	Carvalho, M. A., Pereira, M. T., Pereira, M. G., e Oliveira, E., & Ramos, F. R. (2024). Enhancing last-mile delivery: a hybrid approach with machine learning techniques that captures drivers' knowledge. <i>International Journal of Logistics</i>	Q2	2024	0,967	0,75

	learning. <i>Electronics</i> , 11(18), 2940. https://www.webofscience.com/wos/woscc/full-record/WOS:000858214700001	Research and Applications, 1-27. https://www.webofscience.com/wos/woscc/full-record/WOS:001372942600001					
8	Petroșanu, D. M., Pîrjan, A., Căruțașu, G., Tăbușcă, A., Zirra, D. L., & Perju-Mitran, A. (2022). E-commerce sales revenues forecasting by means of dynamically designing, developing and validating a directed acyclic graph (DAG) network for deep learning. <i>Electronics</i> , 11(18), 2940. https://www.webofscience.com/wos/woscc/full-record/WOS:000858214700001	Almuqren, L., Alruwais, N., Alhashmi, A. A., Alzahrani, I. R., Salih, N., Assiri, M., & Shankar, K. (2024). WSN-assisted consumer purchasing power prediction via barracuda swarm optimization- driven deep learning for E-commerce systems. <i>IEEE Transactions on Consumer Electronics</i> , 70(1), 1694-1701. https://www.webofscience.com/wos/woscc/full-record/WOS:001244889900299	Q2	2024	0,920	0,75	
9	Petroșanu, D. M., Pîrjan, A., Căruțașu, G., Tăbușcă, A., Zirra, D. L., & Perju-Mitran, A. (2022). E-commerce sales revenues forecasting by means of dynamically designing, developing and validating a directed acyclic graph (DAG) network for deep learning. <i>Electronics</i> , 11(18), 2940. https://www.webofscience.com/wos/woscc/full-record/WOS:000858214700001	Sayyad, J. K., Attarde, K., & Saadouli, N. (2024). Optimizing e-commerce supply chains with categorical boosting: A predictive modeling framework. <i>IEEE Access</i> , 12, 134549-134567. https://www.webofscience.com/wos/woscc/full-record/WOS:001327347900001	Q2	2024	0,670	0,75	
10	Petroșanu, D. M., Pîrjan, A., Căruțașu, G., Tăbușcă, A., Zirra, D. L., & Perju-Mitran, A. (2022). E-commerce sales revenues forecasting by means of dynamically designing, developing and validating a directed acyclic graph (DAG) network for deep learning. <i>Electronics</i> , 11(18), 2940. https://www.webofscience.com/wos/woscc/full-record/WOS:000858214700001	Zhang, X., Guo, F., Chen, T., Pan, L., Beliakov, G., & Wu, J. (2023). A brief survey of machine learning and deep learning techniques for e-commerce research. <i>Journal of Theoretical and Applied Electronic Commerce Research</i> , 18(4), 2188-2216. https://www.webofscience.com/wos/woscc/full-record/WOS:001130554200001	Q3	2023	0,697	0,50	

Total

7,00

III. Sinteză indicatori

Nr. crt.	Criteriu	Minim Realizat	
1	Articole cu AIS nenul	4	6
2	Articole în Core Economics și/sau Infoeconomics	2	3
3	Articole ISI cu AIS > 0,15	2	6

Minim	Realizat	Procent de realizare
S ≥ 4	18,3602	459,00%
P ≥ 2	10,8602 + 0,5 = 11,3602	568,01%
C ≥ 1,2	7,00	583,33%

Data: 10.11.2025

Semnătura candidatului: