

LISTĂ DE LUCRĂRI

Asist. univ. dr. Oana PRICOPOAIA

1. TEZA DE DOCTORAT

Tema – *Piețele de schimb lateral: implicații ale platformelor colaborative în marketingul digital*

Conducător științific – Prof. univ. dr. Adrian MICU

Referenți științifici: Prof.univ.dr. Răzvan ZAHARIA

Prof.univ.dr. Adriana ZAIȚ

Prof.univ.dr. Alexandru CĂPĂȚÎNĂ

Program pregătire doctorat

Examenе în programul de doctorat:

- a. Valorificarea rezultatelor cercetării;
- b. Metode avansate de analiză și prelucrarea datelor;
- c. Statistica în cercetare;
- d. Marketing avansat;
- e. Etică și integritate academică.

Referate în programul de doctorat:

- a. Stadiul actual al cercetării privind utilizarea platformelor sociale în marketingul digital;
- b. Optimizarea proceselor decizionale ale consumatorilor în cadrul piețelor de schimb lateral;
- c. Modelarea comportamentului consumatorilor în contextul piețelor de schimb lateral.

Susținerea în catedră a tezei de doctorat – 13 decembrie 2022

Data susținerii publice – 20 aprilie 2023

1. Cărți, cursuri universitare, culegeri

1. Piețele de schimb lateral: implicații ale platformelor colaborative în marketingul digital, **Pricopoaia Oana**, ISBN: 978-606-8912-63-9, Editura Grapho Press, Galați, 2023

2. Articole/studii publicate în reviste de specialitate de circulație internațională recunoscute sau în reviste din țară recunoscute CNCIS

2.1 Lucrări publicate în revistă cotate ISI cu factor de impact

1. **Pricopoaia, O.**, Busila, A. V., Cristache, N., Susanu, I., Matis, M. (2023) *Challenges for entrepreneurial innovation: Startups as tools for a better knowledge-based economy*, International Entrepreneurship and Management Journal, IF 6,1 <https://doi.org/10.1007/s11365-023-00923-9>

2.2 Lucrări publicate în volumele Conference Proceedings Citation cu ISI Proceedings

1. **Pricopoaia, O.**, Cristache, N., STOICA, D., CHIHAIA, A. S., MURARIU, S. (2023). ANALYSIS OF THE IMPACT OF THE PHENOMENON OF DIGITIZATION OF ORGANIZATIONS – A BIBLIOMETRIC APPROACH TO THE SPECIALIZED LITERATURE In *Proceedings of the INTERNATIONAL MANAGEMENT CONFERENCE*, (Vol. 17, No. 1, pp. 363-377). Faculty of Management, Academy of Economic Studies, Bucharest, Romania.
https://conference.management.ase.ro/archives/2023/pdf_IMC2023/S2/2_14.pdf
2. Cristache, N., **Pricopoaia, O.**, Bușilă, A. V. (2022), The Impact Of Digitalization On Startups In The South-East Region Of Romania, In *Proceedings of the INTERNATIONAL MANAGEMENT CONFERENCE* (Vol. 16, No. 1, pp. 67-75). Faculty of Management, Academy of Economic Studies, Bucharest, Romania.
http://conferinta.management.ase.ro/archives/2022/pdf_IMC_2022/1_7.pdf
3. **Pricopoaia, O.**, & Susanu, I. (2021). The Impact Of Using Social Media Platforms In Business Promotion. In *Proceedings of the INTERNATIONAL MANAGEMENT CONFERENCE* (Vol. 15, No. 1, pp. 930-938). Faculty of Management, Academy of Economic Studies, Bucharest, Romania.
http://conferinta.management.ase.ro/archives/2021/pdf%20IMC%202021/5%20PDF%20S5%20IMC%202021/5_10.pdf
4. **Pricopoaia, O.**, Cristache, N., Matei, A., Matis, C., & LAZAR, T. N. (2020). The Impact Of The Cause Related Products Promotional Campaigns On Consumer Behavior. In *Proceedings of the INTERNATIONAL MANAGEMENT CONFERENCE* (Vol. 14, No. 1, pp. 346-354). Faculty of Management, Academy of Economic Studies, Bucharest, Romania.
http://conferinta.management.ase.ro/archives/2020/PDF/2_10.pdf

2.3 Lucrări publicate în reviste de specialitate indexate în BDI

1. **Pricopoaia, O.**, Cristache, N., Maftai Oprit, C., Matis, C. (2023), *Modelling Consumer Behaviour on Online Collaborative Platforms*, International Conference “Risk in Contemporary Economy” ISSN-L 2067-0532 ISSN online 2344-5386 XXIIIth Edition, 2023, Galati, Romania, “Dunarea de Jos” University of Galati, Romania – Faculty of Economics and Business Administration.
http://www.rce.feaa.ugal.ro/images/stories/RCE2023/Pricopoaia_Cristache_Oprit_Matis.pdf
2. Baicu, L. M., **Pricopoaia, O.**, Andrei, M. (2022), *Embedded solution for marketing survey of customers perception*, Annals of “Dunarea de Jos” University of Galati, Fascicle III, vol. 45, 2022, <https://gup.ugal.ro/ugaljournals/index.php/eeaci/article/view/5950>
3. **Pricopoaia, O.**, Susanu, I. O., Matiș, C., Cristache, N., Murariu, S., Vrabie, T. (2022), *The Impact of the Energy Crisis on the Final Consumers of Energy*, Review of International Comparative Management, Vol. 23 No. 4 / 2022, <https://www.rmci.ase.ro/no23vol4/08.pdf>

4. **Pricopoaia, O.**, Micu, A., & Susanu, I. O. (2022). The Implications of Digital Marketing on Business Performance. *Annals of the University Dunarea de Jos of Galati: Fascicle: I, Economics & Applied Informatics*, 28(3).
http://www.eia.feaa.ugal.ro/images/eia/2022_3/PricopoaiaMicuSusanu.pdf
5. Cristache, N., Susanu, I. O., Busila, A. V., Matis, C., & **Pricopoaia, O.** (2022). The Impact of Sensory Marketing on the Development of Organisations in the Fashion Industry. *Annals of the University Dunarea de Jos of Galati: Fascicle: I, Economics & Applied Informatics*, 28(1).
http://www.eia.feaa.ugal.ro/images/eia/2022_1/Cristache_Susanu_Busila_Matis_Pricopoaia.pdf
6. **Oana, P.**, Andreea, B., Nicoleta, C., & Florin, A. V. (2021). Domestic Tourism in Braşov-The Effect of Manifesting the Interest of Being a Tourist in Your Own City.
<http://www.rce.feaa.ugal.ro/images/stories/RCE2021/PricopoaiaBusilaCristacheAndrei.pdf>
7. **Pricopoaia, O.**, Cadinoiu, M., & Matei, A. (2020). Aspects Regarding the Online Consumer Profile and the Impact on the Purchasing Behaviour. *Economics and Applied Informatics*, (2), 91-99.
http://www.eia.feaa.ugal.ro/images/eia/2020_2/Pricopoaia_Cadinoiu_Matei.pdf
8. **Oana, P.**, Mihai, C., Nicoleta, C., & Cosmin, M. (2020). The Impact of Excessive Online Shopping on Consumer Behaviour. *Risk in Contemporary Economy*, 35-46.
http://www.rce.feaa.ugal.ro/images/stories/RCE2020/Pricopoaia_Cadinoiu_Cristache_Matis.pdf

3. Participarea și prezentarea de lucrări în cadrul conferințelor naționale/internaționale în domeniu

1. **Pricopoaia, O.**, Cristache, N., Stoica, D., Chihai, A-S. (2023). Analysis of the impact of the phenomenon of digitization of organizations – a bibliometric approach to the specialized literature, THE 17th INTERNATIONAL MANAGEMENT CONFERENCE “Management beyond Crisis: Rethinking Business Performance” IMC 2023, November 2nd – 3rd, 2023 Bucharest, Romania, Program: http://conferinta.management.ase.ro/wp-content/uploads/2023/10/IMC2023_programme_30-oct_var-2.pdf
2. **Pricopoaia, O.**, Cristache, N., Chihai, A-S., Murariu, S. (2023). Analysis of the energy consumer profile in the context of multiple crises, THE 17th INTERNATIONAL MANAGEMENT CONFERENCE “Management beyond Crisis: Rethinking Business Performance” IMC 2023, November 2nd – 3rd, 2023 Bucharest, Romania, Program: http://conferinta.management.ase.ro/wp-content/uploads/2023/10/IMC2023_programme_30-oct_var-2.pdf
3. **Pricopoaia, O.**, Cristache, N., Buşilă, A. V., Matis, C., Susanu, I. O. (2023), Challenges for entrepreneurial innovation: startups as tools for a better knowledge based economy, 18th

Academy of Innovation, Entrepreneurship, and Knowledge Conference – Innovation, knowledge and digitalisation: building trust to face today’s challenges, June 21-23, 2023, ESIC BUSINESS & MARKETING SCHOOL, Madrid, Program: <https://my.aciek-academy.com/storage/conferences/16/IRUPBHL4rLTZJ2kzfw1AXLyzbcVpvYovHxm8yZP6.pdf>

4. **Pricopoaia, O.**, Cristache, N., Murariu S. (2023), Dynamics of the Romanian business environment in the context of the crisis generated by the war in Ukraine, The 6th International Conference on Economics and Social Sciences - Geopolitical perspectives and technological challenges for sustainable growth in the 21st century, 15-16 June 2023, Bucharest, Romania, Program: <https://icess.ase.ro/wp-content/uploads/2023/06/ICESS-Program-WEB.pdf>
5. Cristache, N., **Pricopoaia, O.** (2023), The role of entrepreneurial education in promoting innovation at the startup level, ICMEA 2023 CONFERENCE PROGRAMME 10th-13th May, 2023, UAB – ICMEA CONFERENCE Alba-Iulia, Program: <http://dime.uab.ro/sites/icmea2020/wp-content/uploads/sites/12/2023/05/Agenda-ICMEA-2023-UPDATE-08.05.2023.pdf>
6. Susanu, I. O., **Pricopoaia, O.** (2023), The Impact of Competitive Intelligence on the Performance of Organizations in Social Media, 'EUMMAS A2S Conference on Global Social and Technological Development and Sustainability' hosted by Skyline University College, University City of Sharjah, UAE between Feb 21-23, 2023 <https://conference.eummas.net/wp-content/uploads/2023/03/Book-of-Abstracts-D23.pdf>
7. **Pricopoaia, O.**, Cristache, N., Oprit Maftעי, C., Matiș, C. (2023). The implications of using digital marketing on collaborative platforms - International Conference “Risk in Contemporary Economy” (RCE 2023) on 21 – 22 April 2023, “Dunarea de Jos” University of Galati, Romania – Faculty of Economics and Business Administration, Program: <http://rce.feaa.ugal.ro/images/stories/RCE2023/brosura1.pdf>
8. Cristache, N., **Pricopoaia, O.**, Bușilă, A. V. (2022), The Impact Of Digitalization On Startups In The South-East Region Of Romania - THE 16th INTERNATIONAL MANAGEMENT CONFERENCE “Management and Resilience Strategies for a Post-Pandemic Future” IMC 2022, Program: http://conferinta.management.ase.ro/wp-content/uploads/2022/10/IMC2022_final-programme-27-oct-2022.pdf
9. **Oana, P.**, Andreea, B., Nicoleta, C., & Florin, A. V. (2021). Domestic Tourism in Brașov-The Effect of Manifesting the Interest of Being a Tourist in Your Own City - International Conference “Risk in Contemporary Economy” (RCE 2021) on 4th of June 2021, “Dunarea de Jos” University of Galati, Romania – Faculty of Economics and Business Administration, Program: http://www.rce.feaa.ugal.ro/images/stories/RCE2021/Conference_Program_Sections.pdf
10. **Pricopoaia, O.**, & Susanu, I. (2021). The Impact Of Using Social Media Platforms In Business Promotion - THE 15th INTERNATIONAL MANAGEMENT CONFERENCE “Managing People and Organizations in a Global Crisis”, Bucharest University of Economic Studies Faculty of

Management in partnership with SAMRO, Program: http://conferinta.management.ase.ro/wp-content/uploads/2021/11/IMC2021_programme_03.11.2021.pdf

11. **Pricopoaia, O.**, Cristache, N., Matei, A., Matis, C., & LAZAR, T. N. (2020). The Impact Of The Cause Related Products Promotional Campaigns On Consumer Behavior - THE 14th INTERNATIONAL MANAGEMENT CONFERENCE “Managing Sustainable Organizations”, Bucharest University of Economic Studies Faculty of Management, Program: <http://conferinta.management.ase.ro/wp-content/uploads/2020/11/IMC2020-program-FINAL.pdf>
12. **Pricopoaia, O.**, Vrabie, T., (2020). The Impact of Ethics and Academic Integrity on Universities, The 7th International Conference Economic Scientific Research – Theoretical, Empirical and Practical Approaches, Session 15 Business Ethics – Economic Strength Or Weakness In A Global World, 2020 Edition, ESPERA SINCE 2013, 26-27 noiembrie 2020, București, România, Program: http://3.66.255.121/wp-content/uploads/2022/05/Conference_Agenda_ESPERA_2020.pdf

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