

## LISTA DE LUCRĂRI

Candidat: - CIOBANU I. Claudia-Ioana – **Doctor** în Marketing, din anul **2012**, Lector universitar din anul **2019**

### 1. Lista a maximum 10 lucrări, cele mai relevante pentru domeniul disciplinelor postului

1.	<b>Ciobanu, C.I.</b> , Luca, F.A., <i>Tendințe Actuale în Marketing în Contextul Dezvoltării Tehnologiilor Informaționale</i> , Editura Performantica, Iași, 2023, 120 pg, ISBN 978-630-328-057-8
2.	Horodnic, I.A., <b>Ciobanu, C.I.</b> , Zaiț, A., Williams, C.C., <i>Who purchases from the informal economy and why? A review and future research agenda</i> , Front. Psychol., 2022   <a href="https://doi.org/10.3389/fpsyg.2022.940076">https://doi.org/10.3389/fpsyg.2022.940076</a> WOS:000820441600001
3.	Horodnic, A.V., Williams, C.C., <b>Ciobanu, C.I.</b> , Drugus, D. (2022), Informal payments by patients, institutional trust and institutional asymmetry, <i>Frontiers in Psychology</i> , 13.1015208. ISSN 1664-1078, <a href="https://doi.org/10.3389/fpsyg.2022.1015208">https://doi.org/10.3389/fpsyg.2022.1015208</a> , WOS:000879907100001
4.	Horodnic, I.A., Williams, C.C., Windebank, J., Zaiț, A., <b>Ciobanu, C.I.</b> , <i>Explaining consumer motives to purchase in the informal economy</i> , PlosOne, 2021, 1932-6203, 16(10): e0258686. <a href="https://doi.org/10.1371/journal.pone.0258686">https://doi.org/10.1371/journal.pone.0258686</a> , WOS:000755689200045
5.	Horodnic, I.A.; Zaiț, A. <b>Ciobanu, C.I.</b> , Maxim, A., Mațcu, M. <i>Cultura de tip plată în numerar: O analiză a economiei informale din perspectiva cererii</i> , 2021, <a href="https://www.researchgate.net/publication/368576026_Policy_Brief_1_Cultura_de_tip_plata_in_numerar_O_analiza_a_economiei_informale_din_perspectiva_cererii/fullTextFileContent">https://www.researchgate.net/publication/368576026_Policy_Brief_1_Cultura_de_tip_plata_in_numerar_O_analiza_a_economiei_informale_din_perspectiva_cererii/fullTextFileContent</a>
6.	Luca, F.-A., Epuran, G., <b>Ciobanu, C.I.</b> and Horodnic, A.V. <i>Green Jobs Creation – Main Element in the Implementation of Bioeconomic Mechanisms</i> , Amfiteatru Economic, 2019, 21(50), pp. 60-77. <a href="http://www.amfiteatruconomic.ro/ArticolEN.aspx?CodArticol=2790, FI- 2.304">http://www.amfiteatruconomic.ro/ArticolEN.aspx?CodArticol=2790, FI- 2.304</a> WOS:000456190000005
7.	Luca F.A., <b>Ciobanu C.I.</b> , Andreia A., Horodnic A.V. <i>Raising Awareness on Health Impact of the Chemicals Used in Consumer Products: Empirical Evidence from East-Central Europe</i> , Sustainability, 2018, 10(1), 2019; <a href="https://doi.org/10.3390/su10010209">https://doi.org/10.3390/su10010209</a> , WOS:000425082600206
8.	Horodnic AV, Apetrei A, Luca F.A., <b>Ciobanu C.I.</b> <i>Rating healthcare services: consumer satisfaction vs. health system performance</i> , The Service Industries Journal, 2018, vol.38, nr.13-14. <a href="https://doi.org/10.1080/02642069.2018.1426752">https://doi.org/10.1080/02642069.2018.1426752</a> , WOS:000443916900004
9.	Stoian (Bobâlcă), C. Țugulea, O., Maha, L.G., <b>Ciobanu, C.I.</b> <i>What is Different about Volunteers? A Study on Factors of Buying Decisions of Products with Recycled Content</i> , Sustainability, 2018, 10(5), 1631; <a href="https://doi.org/10.3390/su10051631">https://doi.org/10.3390/su10051631</a> , WOS: 435587100327
10.	Williams, C., Horodnic, AV, <b>Ciobanu, C.I.</b> <i>The Informal Economy Exploring Drivers and Practices</i> , 2018 Routledge, Taylor & Francis Group, New York, Capitolul 5, pp 73-91.

### 2. Teza de doctorat (T1)

**T1 Petrușcă Claudia Ioana, ANALIZA LOIALITĂȚII CLIEȚILOR FAȚĂ DE FURNIZORII DE SERVICII FINANCIAR-CONTABILE-** Școala Doctorală de Economie, Universitatea Alexandru Ioan Cuza, Iași Domeniul Marketing, calificativ Excelent, 2012, Conducător Prof. Univ. Dr. Ștefan PRUTIANU



### 3. Cărți și capitole din cărți

#### a) Cărți/ cursuri/ manuale publicate în edituri recunoscute din țară sau din străinătate

	<b>Carte/ curs/ manual publicată în străinătate</b>	<b>Punctaj</b>
	<b>Capitol carte/ curs/ manual publicat în străinătate</b>	
Ca	Ca.1. Williams, C., Horodnic, AV, <b>Ciobanu, C.I.</b> <i>The Informal Economy Exploring Drivers and Practices</i> Routledge, Taylor & Francis Group, New York, Capitolul 5, pp 73-91.	$(18/100 \cdot 6)/3 = 0,36p$
	Ca.2. Horodnic, I. A., Franic, J., Zaharia, M., Zait, A., Bezeredi, S., Urban, I., <b>Ciobanu, I. C.</b> , Andrei, A. G., Țugulea, C. O. 2024. Mapping the shadow economy: A systematic review of shadow economy measurement methods and policy measures in Baltic States, Cyprus, Georgia, Malta and Moldova, Research Commissioning Centre (RCC), University of Birmingham, 2024, 144 pag. <a href="https://www.researchgate.net/publication/393502030_Mapping_the_shadow_economy_A_systematic_review_of_shadow_economy_measurement_methods_and_policy_measures_in_Baltic_States_Cyprus_Georgia_Malta_and_Moldova_Report_prepared_by">https://www.researchgate.net/publication/393502030_Mapping_the_shadow_economy_A_systematic_review_of_shadow_economy_measurement_methods_and_policy_measures_in_Baltic_States_Cyprus_Georgia_Malta_and_Moldova_Report_prepared_by</a>	$(144/100 \cdot 6)/9 = 0,96p$
	<b>Carte/ curs/ manual publicată în editură recunoscută CNCS (unic/ prim autor sau co-autor)</b> Ca.3. <b>Ciobanu, C.I.</b> , Luca, F.A., <i>Tendinte Actuale în Marketing în Contextul Dezvoltării Tehnologiilor Informaționale</i> , Editura Performantica, Iași, 2023, 120 pg, ISBN 978-630-328-057-8, +după ultima promovare din 2019	$=5 \cdot 120/100/2 = 3p$
I	<b>Îndrumar/ culegere de probleme (publicat sau disponibil pe Web)</b> I1* Laborator Probleme, Economie și Marketing, ETTI, an III-IV, (115p) <a href="https://drive.google.com/drive/folders/1hmx-qyCNkZwH4I81P1nsXUtvSKI0gHaoCcbn1oihoBzji0UDNOdaMr03YNIzHqkLMIVY1LJe?usp=drive_link">https://drive.google.com/drive/folders/1hmx-qyCNkZwH4I81P1nsXUtvSKI0gHaoCcbn1oihoBzji0UDNOdaMr03YNIzHqkLMIVY1LJe?usp=drive_link</a> sau <a href="https://edu.etti.tuiasi.ro/course/view.php?id=209#section-11">https://edu.etti.tuiasi.ro/course/view.php?id=209#section-11</a>	$=4 \cdot 115/100 = 4,6p$  $=4 \cdot 16/100/5 = 0,13p$
	I2* Laborator aplicații Economie Informala, Economie și Marketing, ETTI, an III-IV, (16p) <a href="https://www.researchgate.net/publication/368576026_Policy_Brief_1_Cultura_de_tip_plata_in_nume_rar_O_analiza_a_economiei_informale_din_perspectiva_cererii#fullTextFileContent">https://www.researchgate.net/publication/368576026_Policy_Brief_1_Cultura_de_tip_plata_in_nume_rar_O_analiza_a_economiei_informale_din_perspectiva_cererii#fullTextFileContent</a>	$=4 \cdot 83/100 = 3,32p$
	I3* Lucrări seminar Marketing, an IV, Facultatea de Automatizări și Calculatoare, (83p) <a href="https://drive.google.com/drive/folders/1D4DPheiK7X9S9W9VFZzzDO457qv3XUumrQL6mzfVlSYaBj-lTyBKBftaP-kx6BLEu4k5-pdT?usp=drive_link">https://drive.google.com/drive/folders/1D4DPheiK7X9S9W9VFZzzDO457qv3XUumrQL6mzfVlSYaBj-lTyBKBftaP-kx6BLEu4k5-pdT?usp=drive_link</a> sau <a href="https://edu.tuiasi.ro/course/view.php?id=599#section-2">https://edu.tuiasi.ro/course/view.php?id=599#section-2</a>	$=4 \cdot 38/100 = 1,52p$
	I4* Lucrări seminar, Inovare și Creativitate în Afaceri, FCI, AI (38p) <a href="https://drive.google.com/drive/folders/1aJ_irt7br2CADSMBKjpaBzICENWORrAmyKmrp9_jcrk_hfsNZrrFp6KhLLX6vGRhVcMzTR?usp=drive_link">https://drive.google.com/drive/folders/1aJ_irt7br2CADSMBKjpaBzICENWORrAmyKmrp9_jcrk_hfsNZrrFp6KhLLX6vGRhVcMzTR?usp=drive_link</a>	$=4 \cdot 20/100 = 0,8p$
	I5* Lucrări seminar, Tehnologii Informaționale în Afaceri, FCI, AI (20p) <a href="https://drive.google.com/file/d/1yGSm6n48wOSvcd0_GJzPh-uZkK-Dqw5a/view?usp=drive_link">https://drive.google.com/file/d/1yGSm6n48wOSvcd0_GJzPh-uZkK-Dqw5a/view?usp=drive_link</a>	$=4 \cdot 24/100 = 0,96p$
	I6* Lucrări seminar, Comunicare, FCI, AI (24p) <a href="https://drive.google.com/drive/folders/1PCAjmeMBeyqu-Wk1nN6Yv4GJsdZmqZ_Vsk5KSo3t0ftclrhHhY_1lWY5796br5hGxNZj3aVJE?usp=drive_link">https://drive.google.com/drive/folders/1PCAjmeMBeyqu-Wk1nN6Yv4GJsdZmqZ_Vsk5KSo3t0ftclrhHhY_1lWY5796br5hGxNZj3aVJE?usp=drive_link</a>	
D	<b>Sisteme de laborator funcționale</b>	
	1. Proiect, Economie și Marketing, ETTI, an III-IV, <a href="https://drive.google.com/file/d/18dZ39szytn4c6DXu4sKhPdhhblvTtC6C/view?usp=drive_link">https://drive.google.com/file/d/18dZ39szytn4c6DXu4sKhPdhhblvTtC6C/view?usp=drive_link</a> sau <a href="https://edu.etti.tuiasi.ro/course/view.php?id=209#section-12">https://edu.etti.tuiasi.ro/course/view.php?id=209#section-12</a>	1,5
	2. Lab Indicatori Economici, Economie și Marketing, ETTI, an III-IV <a href="https://drive.google.com/file/d/10TjC_kLpRDDY2ckct-IKFSG_bYX5zEcO/view?usp=drive_link">https://drive.google.com/file/d/10TjC_kLpRDDY2ckct-IKFSG_bYX5zEcO/view?usp=drive_link</a> sau <a href="https://edu.etti.tuiasi.ro/course/view.php?id=209#section-13">https://edu.etti.tuiasi.ro/course/view.php?id=209#section-13</a>	1,5
	3. Lab Decizie Antreprenorială, Economie și Marketing, ETTI, an III-IV, <a href="https://drive.google.com/file/d/1IWBESHdlynx_CPjnT-bgRaEUotaziMk/view?usp=drive_link">https://drive.google.com/file/d/1IWBESHdlynx_CPjnT-bgRaEUotaziMk/view?usp=drive_link</a> sau <a href="https://edu.etti.tuiasi.ro/course/view.php?id=209#section-14">https://edu.etti.tuiasi.ro/course/view.php?id=209#section-14</a>	1,5
	4. Lab Calcul Investiție, Economie și Marketing, ETTI, an III-IV, <a href="https://drive.google.com/file/d/1NluayUoxTmRscYr-W4Rd8hpmom2vCiBk/view?usp=drive_link">https://drive.google.com/file/d/1NluayUoxTmRscYr-W4Rd8hpmom2vCiBk/view?usp=drive_link</a> sau <a href="https://edu.etti.tuiasi.ro/course/view.php?id=209#section-15">https://edu.etti.tuiasi.ro/course/view.php?id=209#section-15</a>	1,5
	5. Lab Piață, Economie și Marketing, ETTI, an III-IV, <a href="https://drive.google.com/file/d/1aOdvYvpUO1NIROIJ4G9KN5OFgtD55uBt/view?usp=drive_link">https://drive.google.com/file/d/1aOdvYvpUO1NIROIJ4G9KN5OFgtD55uBt/view?usp=drive_link</a> sau <a href="https://edu.etti.tuiasi.ro/course/view.php?id=209#section-16">https://edu.etti.tuiasi.ro/course/view.php?id=209#section-16</a>	1,5



	6. Test Moodle, Economie și Marketing, ETTI, an III-IV <a href="https://docs.google.com/document/d/1gvjPIK28yxxp8mICTTBOuNvFDOFqgS/edit?usp=sharing&amp;oid=108581260703007497419&amp;rtpof=true&amp;sd=true">https://docs.google.com/document/d/1gvjPIK28yxxp8mICTTBOuNvFDOFqgS/edit?usp=sharing&amp;oid=108581260703007497419&amp;rtpof=true&amp;sd=true</a> sau <a href="https://edu.etti.tuiasi.ro/mod/quiz/view.php?id=19143">https://edu.etti.tuiasi.ro/mod/quiz/view.php?id=19143</a>	1,5
	7. Proiect Marketing, an IV, Facultatea de Automatizari și Calculatoare, <a href="https://drive.google.com/file/d/19nSd9rT36JYaNQz6wn8DrrBw-4VXRhJi/view?usp=drive_link">https://drive.google.com/file/d/19nSd9rT36JYaNQz6wn8DrrBw-4VXRhJi/view?usp=drive_link</a> sau <a href="https://edu.tuiasi.ro/mod/folder/view.php?id=40001">https://edu.tuiasi.ro/mod/folder/view.php?id=40001</a>	1,5
	8. Studiu de caz, Marketing, an IV, Facultatea de Automatizari și Calculatoare <a href="https://drive.google.com/file/d/1YqVa-f_RuQBZbsQTDWdB8GODKA49RXOM/view?usp=drive_link">https://drive.google.com/file/d/1YqVa-f_RuQBZbsQTDWdB8GODKA49RXOM/view?usp=drive_link</a> sau <a href="https://edu.tuiasi.ro/mod/folder/view.php?id=40001">https://edu.tuiasi.ro/mod/folder/view.php?id=40001</a>	1,5
	<b>Utilizarea sistemelor de predare/ învățare/ evaluare de tip e-learning/ on-line/ multimedia etc.</b>	
	Suport de curs ETTI/AC/FCI W1* Suport Curs , Economie și Marketing, ETTI, an III-IV, <b>(161p)</b> <a href="https://drive.google.com/file/d/1ZPcftKxH2dXvSM-1MAisYkHKnhpCKSTH/view?usp=drive_link">https://drive.google.com/file/d/1ZPcftKxH2dXvSM-1MAisYkHKnhpCKSTH/view?usp=drive_link</a> sau <a href="https://edu.etti.tuiasi.ro/course/view.php?id=209#section-8">https://edu.etti.tuiasi.ro/course/view.php?id=209#section-8</a>	1*161/100 <b>=1,61p</b>
	W2* Suport Curs , Marketing, an IV, Facultatea de Automatizari și Calculatoare, <b>(114p)</b> <a href="https://drive.google.com/file/d/19MwLghyFF9rCC_jy5sXheuzW2wld4kCt/view?usp=drive_link">https://drive.google.com/file/d/19MwLghyFF9rCC_jy5sXheuzW2wld4kCt/view?usp=drive_link</a> sau <a href="https://edu.tuiasi.ro/course/view.php?id=599#section-1">https://edu.tuiasi.ro/course/view.php?id=599#section-1</a>	=1*114/100= <b>1,14p</b>
	W3* Suport Curs Inovare și Creativitate, Facultatea de Construcții și Instalații, an V <b>(120p)</b> <a href="https://drive.google.com/drive/folders/1aJ_irt7br2CADSMBKjpaBzICENWORrAmyKmrp9_jcrk-hfsNZrrFp6KhLLX6vGRhVcMzTR?usp=drive_link">https://drive.google.com/drive/folders/1aJ_irt7br2CADSMBKjpaBzICENWORrAmyKmrp9_jcrk-hfsNZrrFp6KhLLX6vGRhVcMzTR?usp=drive_link</a>	=1*120/100= <b>1,2p</b>
	W4* Suport de curs, Promovare și Tehnologii Informaționale în Afaceri, Facultatea de Construcții și Instalații, an V , <b>(114p)</b> <a href="https://drive.google.com/file/d/1S4-1TWq7s47W8L2m9p10u9Lfx-Cl_iDf/view?usp=drive_link">https://drive.google.com/file/d/1S4-1TWq7s47W8L2m9p10u9Lfx-Cl_iDf/view?usp=drive_link</a>	=1*114/100= <b>1,14p</b>
<b>W</b>	W5. Prezentare PPT, Economie și Marketing, ETTI, an III-IV, <a href="https://drive.google.com/drive/folders/1uux5-Z81lQHG3QVakkF0rYjHxo7EMrJ?usp=drive_link">https://drive.google.com/drive/folders/1uux5-Z81lQHG3QVakkF0rYjHxo7EMrJ?usp=drive_link</a> sau <a href="https://edu.etti.tuiasi.ro/course/view.php?id=209">https://edu.etti.tuiasi.ro/course/view.php?id=209</a>	1
	W6. Prezentare PPT , Marketing, an IV, Facultatea de Automatizari și Calculatoare <a href="https://drive.google.com/file/d/1q7iN96Qra_ahwiKjYEtF-TURNomWZUyu/view?usp=drive_link">https://drive.google.com/file/d/1q7iN96Qra_ahwiKjYEtF-TURNomWZUyu/view?usp=drive_link</a> sau <a href="https://edu.tuiasi.ro/mod/folder/view.php?id=40477">https://edu.tuiasi.ro/mod/folder/view.php?id=40477</a>	1
	W7. Prezentare PPT Comunicare, Facultatea de Construcții și Instalații, an IV, <a href="https://drive.google.com/drive/folders/1PCAjmeMBEYqu-Wk1nN6Yv4GJsdZmqZ_Vsk5KSo3t0ftclrHhY_IiWY5796br5hGxNZj3aVJE?usp=drive_link">https://drive.google.com/drive/folders/1PCAjmeMBEYqu-Wk1nN6Yv4GJsdZmqZ_Vsk5KSo3t0ftclrHhY_IiWY5796br5hGxNZj3aVJE?usp=drive_link</a>	1
	W8. Prezentare PPT, Promovare și Tehnologii Informaționale în afaceri, Facultatea de Construcții și Instalații, an IV, <a href="https://drive.google.com/drive/folders/1Nr13stLPYe8P1gpQfpWNW6YRiL8vU9PYPxi7xv3iVF39WG3eeQdii56GSQpMjHl3OWcUEIFT?usp=drive_link">https://drive.google.com/drive/folders/1Nr13stLPYe8P1gpQfpWNW6YRiL8vU9PYPxi7xv3iVF39WG3eeQdii56GSQpMjHl3OWcUEIFT?usp=drive_link</a>	1
	W9. Prezentare PPT Communication, Facultatea de Construcții și Instalații, an IV, <a href="https://drive.google.com/drive/folders/1hk4nDCegje8Bi0YLTBjpQcWr9S4yUzZD6HZTfhT1zAFaHxfif_WGkYm0Roins9mFICuyhO5fW?usp=drive_link">https://drive.google.com/drive/folders/1hk4nDCegje8Bi0YLTBjpQcWr9S4yUzZD6HZTfhT1zAFaHxfif_WGkYm0Roins9mFICuyhO5fW?usp=drive_link</a>	1,2
	W10. Prezentare PPT, Economics and Marketing, ETTI, an III-IV <a href="https://drive.google.com/drive/folders/1rdnIHP_B2MQ4uOwNUOfAKI5sNcnuFnXu?usp=sharing">https://drive.google.com/drive/folders/1rdnIHP_B2MQ4uOwNUOfAKI5sNcnuFnXu?usp=sharing</a>	1,2
	W11. Prezentare PPT, Inovare și Creativitate în Afaceri <a href="https://drive.google.com/drive/folders/1aJ_irt7br2CADSMBKjpaBzICENWORrAmyKmrp9_jcrk-hfsNZrrFp6KhLLX6vGRhVcMzTR?usp=drive_link">https://drive.google.com/drive/folders/1aJ_irt7br2CADSMBKjpaBzICENWORrAmyKmrp9_jcrk-hfsNZrrFp6KhLLX6vGRhVcMzTR?usp=drive_link</a>	1
	Total Ca+I+D+W=	<b>40,14p</b>

**b) Cărți/ capitole cărți de specialitate publicate în edituri recunoscute din țară sau din străinătate**

<b>Cb</b>	<b>Carte de specialitate/ capitol publicat în editură din țară, recunoscută CNCS</b>	<b>Punctaj</b>
	Cb Ciobanu C.I. <i>Loialitatea-resursă strategică pentru furnizorii de servicii financiar-contabile</i> , Editura Performantica, Iași, 2019, 300 pag	24 p
	<b>Total Cb</b>	<b>24 p</b>



4. Articole/ studii publicate în reviste din țară/ străinătate, cu factor de impact/ indexate în BDI/ neindexate în BDI (R1, R2 etc.), creații artistice prezentate la manifestări recunoscute din țară/ străinătate (A1, A2 etc.), articole/ studii publicate în volumele manifestărilor științifice naționale/ internaționale indexate BDI/ neindexate BDI (V1, V2 etc.), după caz, precum și alte lucrări (N1, N2 etc.) prin care se aduc contribuții științifice la dezvoltarea domeniului.

R	Articol publicat în revistă cotate ISI, cu factor de impact	Punctaj
R	R1. Horodnic, I.A., <b>Ciobanu, C.I.</b> , Zaiț, A., Williams, C.C, <i>Who purchases from the informal economy and why? A review and future research agenda</i> , Front. Psychol., 2022   <a href="https://doi.org/10.3389/fpsyg.2022.940076">https://doi.org/10.3389/fpsyg.2022.940076</a>	6/4=1,5
	R2. Horodnic, A.V, Williams. C.C, <b>Ciobanu, C.I.</b> , Drugus, D. (2022), Informal payments by patients, institutional trust and institutional asymmetry, <i>Frontiers in Psychology</i> , 13.1015208. ISSN 1664-1078, <a href="https://doi.org/10.3389/fpsyg.2022.1015208">https://doi.org/10.3389/fpsyg.2022.1015208</a> ,	6/4=1,5
	R3. Horodnic, I.A., Williams, C.C., Windebank, J., Zaiț, A., <b>Ciobanu, C.I.</b> , <i>Explaining consumer motives to purchase in the informal economy</i> , PlosOne, 2021, 1932-6203, 16(10): e0258686. <a href="https://doi.org/10.1371/journal.pone.0258686">https://doi.org/10.1371/journal.pone.0258686</a> ,	6/5=1,2
	R4. Luca, F.-A., Epuran, G., <b>Ciobanu, C.I.</b> and Horodnic, A.V. <i>Green Jobs Creation – Main Element in the Implementation of Bioeconomic Mechanisms</i> , Amfiteatru Economic, 2019, 21(50), pp. 60-77. <a href="http://www.amfiteatruconomic.ro/ArticolEN.aspx?CodArticol=2790">http://www.amfiteatruconomic.ro/ArticolEN.aspx?CodArticol=2790</a> , FI- 2.304 WOS:000456190000005	6/4=1,5
	R5. Horodnic AV, Apetrei A, Luca F.A, <b>Ciobanu C.I.</b> <i>Rating healthcare services: consumer satisfaction vs. health system performance</i> , The Service Industries Journal, 2018, vol.38, nr.13-14. <a href="https://doi.org/10.1080/02642069.2018.1426752">https://doi.org/10.1080/02642069.2018.1426752</a> , WOS:000443916900004	6/4=1,5
	R6. Luca F.A., <b>Ciobanu C.I.</b> , Andreia A., Horodnic A.V. <i>Raising Awareness on Health Impact of the Chemicals Used in Consumer Products: Empirical Evidence from East-Central Europe</i> , Sustainability, 2018, 10(1), 2019; <a href="https://doi.org/10.3390/su10010209">https://doi.org/10.3390/su10010209</a> , WOS:000425082600206	6/4=1,5
	R7. Stoian (Bobâlcă), C. Țugulea, O., Maha, L.G., <b>Ciobanu, C.I.</b> <i>What is Different about Volunteers? A Study on Factors of Buying Decisions of Products with Recycled Content</i> , Sustainability, 2018, 10(5), 1631; <a href="https://doi.org/10.3390/su10051631">https://doi.org/10.3390/su10051631</a> , WOS: 435587100327	6/4=1,5

R	Articole publicate în reviste indexate în baze de date internaționale BDI	Punctaj
	R8. Luca F.A., <b>Ciobanu C.I.</b> , Danileț M <i>A Reliability Test Used For the Development of A Loyalty Scale</i> , Network Intelligence Studies, vol.V, Issue 9, 2017 (REPEC Ideas, EconPapers, DOAJ, EBSCO, ULRICH'S, CEEOL, EBSCO Publishing, INDEX COPERNICUS, EuroInternet.) <a href="https://econpapers.repec.org/article/cmjnetwor/y_3a2017_3ai_3a9_3ap_3a33-38.htm">https://econpapers.repec.org/article/cmjnetwor/y_3a2017_3ai_3a9_3ap_3a33-38.htm</a>	3/3=1
	R9. <b>Ciobanu, C.I.</b> , Danileț, M. <i>Formative and Reflective Models in Marketing Research</i> , Management Intercultural, Volumul XIX, Issue 38, 2017 ( DOAJ, CEEOL, Repec, EBSCO) <a href="https://ideas.repec.org/a/cmj/interc/y2017i38p61-66.html">https://ideas.repec.org/a/cmj/interc/y2017i38p61-66.html</a>	3/2=1,5
	R10. Brunello A., Luca F.A., <b>Ciobanu C.I.</b> <i>Subjective Well-Being – an important consumption factor in marketing</i> Romanian Journal of Artistic Creativity, Issue 2, vol III /2016 (CEEOL Ebsco, Ulrich's) <a href="https://www.ceeol.com/search/article-detail?id=461433">https://www.ceeol.com/search/article-detail?id=461433</a>	3/3=1
	R11. <b>Petrușcă, C.I.</b> <i>An Estimation Of The Influence Of Relational Factors On Loyalty</i> , Ovidius University Annals, Economic Sciences Series, volume XII, Issue 1., 2012 (EBSCO, RePEc, DOAJ, ULRICH'S WEB, J- GATE, INDEX COPERNICUS) <a href="http://stec.univ-ovidius.ro/html/anale/ENG/cuprins%20rezumate/volum2012p1.pdf">http://stec.univ-ovidius.ro/html/anale/ENG/cuprins%20rezumate/volum2012p1.pdf</a> ; <a href="http://stec.univ-ovidius.ro/html/anale/ENG/bdi-indexing/">http://stec.univ-ovidius.ro/html/anale/ENG/bdi-indexing/</a>	3/1=3



R12. Brunello A., <b>Petrușcă C.I.</b> , <i>The quantitative – qualitative controversy in marketing research</i> Ovidius University Annals, Economic Sciences Series, volume XI, Issue 2/2011 (EBSCO, RePEc, DOAJ, ULRICHS WEB, J- GATE, INDEX COPERNICUS) <a href="http://stec.univ-ovidius.ro/html/anale/ENG/cuprins%20rezumate/volum2011p2.pdf">http://stec.univ-ovidius.ro/html/anale/ENG/cuprins%20rezumate/volum2011p2.pdf</a> ; <a href="http://stec.univ-ovidius.ro/html/anale/ENG/bdi-indexing/">http://stec.univ-ovidius.ro/html/anale/ENG/bdi-indexing/</a>	3/2=1,5
R13. <b>Petrușcă C.I.</b> , Brunello A. <i>Brand loyalty – a Valuable Asset</i> , Ovidius University Annals, Economic Sciences Series, volume XI, Issue 1/2011 (EBSCO, RePEc, DOAJ, ULRICHS WEB, J- GATE, INDEX COPERNICUS) <a href="http://stec.univ-ovidius.ro/html/anale/ENG/cuprins%20rezumate/volum2011p1.pdf">http://stec.univ-ovidius.ro/html/anale/ENG/cuprins%20rezumate/volum2011p1.pdf</a> ; <a href="http://stec.univ-ovidius.ro/html/anale/ENG/bdi-indexing/">http://stec.univ-ovidius.ro/html/anale/ENG/bdi-indexing/</a>	3/2=1,5
R14. Brunello A., <b>Petrușcă C.I.</b> <i>Marketing in the Economic Crisis</i> , Ovidius University Annals, Economic Sciences Series, volumul X, Issue 2/2010 (EBSCO, RePEc, DOAJ, ULRICHS WEB, J- GATE, INDEX COPERNICUS) <a href="http://stec.univ-ovidius.ro/html/anale/ENG/cuprins%20rezumate/volum2010p2.pdf">http://stec.univ-ovidius.ro/html/anale/ENG/cuprins%20rezumate/volum2010p2.pdf</a> ; <a href="http://stec.univ-ovidius.ro/html/anale/ENG/bdi-indexing/">http://stec.univ-ovidius.ro/html/anale/ENG/bdi-indexing/</a>	3/2=1,5
<b>Total R</b>	<b>21,2 p</b>

##### 5. Publicații apărute în lucrări ale principalelor conferințe internaționale de specialitate

V	Articol/studiu publicat în volumul unei manifestări științifice indexate in baze de date internaționale (BDI)	Punctaj
V1.	Leon R.D., Rodriguez R, <b>Ciobanu C.I.</b> <i>Restaurants ' Transition to Industry 5.0: Strategies Adopted Based on Their Level of Maturity</i> <b>Proceedings of the International Conference on Business, Management and Economics</b> , Vol. 2, Issue. 1, 2025, pp. 17-35; DOI: <a href="https://doi.org/10.33422/icbmeconf.v2i1.1399">https://doi.org/10.33422/icbmeconf.v2i1.1399</a> ISSN: 3030-0541 online <a href="https://www.dpublication.com/conference-proceedings/index.php/ICBMECONF/article/view/1399/976">https://www.dpublication.com/conference-proceedings/index.php/ICBMECONF/article/view/1399/976</a>	4/3=1,3
V2.	Vlad V. C., <b>Ciobanu C.I.</b> , Luca F.A. <i>The perception of terrorism through social media and other media sources: a quantitative analysis.</i> <b>Inclusive and sustainable economic growth. Challenges, measures and solutions (ISEG 2019)</b> , 31-1 iunie 2019, Brașov, <a href="https://iseg.unitbv.ro/wp-content/uploads/2017/04/Program-ISEG-2019-.pdf">https://iseg.unitbv.ro/wp-content/uploads/2017/04/Program-ISEG-2019-.pdf</a>	4/3=1,3
V3.	<b>Ciobanu C.I.</b> , Luca F.A. <i>Relationship Marketing Strategies for Service Firms</i> , <b>National Seminar “Fusion between Social Sciences Arts, Theology, Engineering and Management-HUB 4.0”</b> , 1– 4 decembrie 2016, Sâmbăta de Sus, Brașov; SEA Practical Application of Science, Volume IV, Issue 12/2016, pp. 503-506. <a href="https://ideas.repec.org/a/cmj/seapas/y2016i12p503-506.html">https://ideas.repec.org/a/cmj/seapas/y2016i12p503-506.html</a>	4/2=2
V4.	Luca, F.AI., <b>Ciobanu C.I.</b> <i>Satisfaction, Trust and Commitment as dimensions of Loyalty in Real Estate Companies</i> , <b>International Conference “Cross-Cultural Differences in Tourism, Sport and Leisure”</b> , 8-9 iulie 2016, Constanța; SEA - Practical Application of Science, Volume IV, Issue 11/2016, pp. 345-350. <a href="https://www.cceol.com/search/article-detail?id=740231">https://www.cceol.com/search/article-detail?id=740231</a>	4/2=2
V5.	Luca, F.AI., <b>Ciobanu C.I.</b> <i>Relationship Quality in Real Estate Companies</i> ; <b>International “Conference Rethinking Global Space, Culture and Change in Organizations”</b> , 13 – 14 mai 2016, Iași; SEA - Practical Application of Science, Volume IV, Issue 10 /2016, pp. 91-98. <a href="https://ideas.repec.org/a/cmj/seapas/y2016i10p91-98.html">https://ideas.repec.org/a/cmj/seapas/y2016i10p91-98.html</a>	4/2=2
V6.	Danileț, M., <b>Petrușcă, C.I.</b> <i>Metaphors That Can Turn Accounting Into A Career. An Analysis Of Presentation Discourses In Romanian Faculties of Economics</i> , <b>International Conference “Communication, Context, Interdisciplinarity, (CCI 3) 3th Edition 2014</b> , ISSN: 2069 – 3389. (SSRN, Research Gate, Academic.edu si Google Scholars, indexare proceedings Web of Science al Thomson Reuters) <a href="https://old.upm.ro/cci/?pag=CCI-03/vol03-Eco">https://old.upm.ro/cci/?pag=CCI-03/vol03-Eco</a>	4/2=2



	V7.Petrușcă, C.I., Danileț, M. <i>Developing the Research Instrument for Measuring Loyalty within the Financial- Accounting Services, The Proceedings of the International Conference "Marketing – from information to decision" 5th Edition, 2012</i> (CEEOL, EBSCO and ProQuest) <a href="https://econ.ubbcluj.ro/mid/2012/">https://econ.ubbcluj.ro/mid/2012/</a> / <a href="https://econ.ubbcluj.ro/mid/2012/PROGRAM MID 2012.pdf">https://econ.ubbcluj.ro/mid/2012/PROGRAM MID 2012.pdf</a> / <a href="https://www.ceeol.com/search/article-detail?id=170151">https://www.ceeol.com/search/article-detail?id=170151</a>	4/2=2
	V8.Apetrei A., Petrușcă C.I. <i>Customer Loyalty- a Strategic Resource,</i> <b>International Conference Competence and Performance in the European Economy, Agora University of Oradea, 2010</b> (INDEX COPERNICUS, SCOLAR)	4/2=2
	V9.Apetrei A., Petrușcă C.I. <i>Country-of-Origin effect in International Trade,</i> <b>Conferință Managementul organizațiilor din România în etapa actuală , 02-03 iulie 2010, Școala doctorală de Economie, FEAA, Universitatea de Vest din Timisoara,</b> Timisoara Journal of Economics, volume 3, nr. 4 (12), 2010 (EBSCO, RePEc, DOAJ) <a href="https://ideas.repec.org/a/wun/journal/tjev03y2010i4(12)a08.html">https://ideas.repec.org/a/wun/journal/tjev03y2010i4(12)a08.html</a>	4/2=2
<b>V</b>	<b>Articol/studiu publicat în volumul unei manifestări științifice neindexate în baze de date</b>	
	V10.Petrușcă, C.I <i>The Role of Marketing Strategies in Creating Value for Investors,</i> Volumul Conferinței Institutions and Economic Performance, Best Practices and Economic Performance in Marketing and Management, 2009, pp. 335- 340; ISBN 978-973-703-519-6.	1
	V11. Petrușcă, C.I <i>A perspective of relationship marketing for accounting firms,</i> Volumul Conferinței Institutions and Economic Performance, Best Practices and Economic Performance in Marketing and Management, 2010, pp. 461- 465. ISBN: 978-973-703-549-3.	1
	V12.Petrușcă, C.I <i>Analiza Loialitatii in domeniul business to business</i> Seminarul Național Doctoral de Management și Marketing, Mediul antreprenorial european: prezent și perspective SAMRO, 2011, ISBN: 978 – 606 – 13 – 0389 – 2, pp. 135-140. <a href="http://evenimente.bxb.ro/mediul-antreprenorial-european-prezent-si-perspective/">http://evenimente.bxb.ro/mediul-antreprenorial-european-prezent-si-perspective/</a>	1
	<b>Total V</b>	<b>19,6 p</b>

**6. Proiecte de cercetare-dezvoltare (P1, P2 etc.) pe bază de contract/ grant, precum și alte lucrări de cercetare-dezvoltare (F1, F2 etc.), după caz, prin care se aduc contribuții la dezvoltarea mediului educațional/ cultural/ economic/ social etc.**

	<b>Proiecte/ Contracte/ Granturi de cercetare-dezvoltare câștigate prin competiție națională sau încheiate cu institute de cercetare, companii, regii, societăți comerciale</b>	<b>Punctaj</b>
	P1.Proiect UEFISCDI - Resurse Umane -Proiecte de cercetare pentru stimularea tinerelor echipe independente - TE 2019PN-III-P1-1.1-TE2019-0229, membru proiect perioada implementare 2021-2022, <a href="https://ioanahorodnic.wixsite.com/cash/research-team">https://ioanahorodnic.wixsite.com/cash/research-team</a> <a href="https://uefiscdi.gov.ro/resource-829163-te2019_rezultate-preliminare_stiinte-economice.pdf">https://uefiscdi.gov.ro/resource-829163-te2019_rezultate-preliminare_stiinte-economice.pdf</a>	10*val./10 mii lei/na =10*431,9 mii lei/10 mii lei/7=61,7 p
	P2.Proiect UEFISCDI- Resurse Umane -Proiecte de cercetare pentru stimularea tinerelor echipe independente PN-III-P1-1.1-TE2019-0163, membru proiect, perioada implementare 2021-2022, <a href="https://greypayproject.wixsite.com/greypay">https://greypayproject.wixsite.com/greypay</a> <a href="https://uefiscdi.gov.ro/resource-821202-te2019_proiecte-acceptate-la-finantare_stiinte-economice.pdf">https://uefiscdi.gov.ro/resource-821202-te2019_proiecte-acceptate-la-finantare_stiinte-economice.pdf</a>	10*val./10 mii lei/na =10*431,9 mii lei/10 mii lei/5=86,38 p
<b>P</b>	P3.Proiect cercetare UAIC "Mapping the shadow economy: A systematic review of shadow economy measurement methods and policy measures in Europe, with a focus on the Baltic states, Georgia, Moldova, Cyprus, and Malta", UAIC, 2024. <a href="https://www.uaic.ro/uaic-a-castigat-un-proiect-de-cercetare-finantat-de-guvernul-marii-britanii/">https://www.uaic.ro/uaic-a-castigat-un-proiect-de-cercetare-finantat-de-guvernul-marii-britanii/</a>	10*val./10 mii lei/na =10*533,5 mii lei/10 mii lei/9= 59,28p
	P4.Proiect UEFCDI –PN III nr. 279/25.11.2017 <i>Dezvoltarea sistemului național de cercetare-dezvoltare-Resurse Umane-Proiecte de mobilitate pentru tineri cercetători din diaspora MCT</i> 2017–membru proiect <a href="https://uefiscdi.ro/proiecte-de-mobilitate-pentru-tineri-cercetatori-din-diaspora-mct2017-127">https://uefiscdi.ro/proiecte-de-mobilitate-pentru-tineri-cercetatori-din-diaspora-mct2017-127</a>	
	P5.Proiect Studii doctorale:portal spre o carieră de excelență în cercetare și societatea cunoașterii , POSDRU/88/1.5/S/47646, Beneficiar: Universitatea "Alexandru Ioan Cuza" Iași, Contract de studii doctorale cu sprijin financiar 6023/29.03.2010, membru proiect <a href="http://www.bursedoctorale.ro/index.php?page=cv&amp;user=154">http://www.bursedoctorale.ro/index.php?page=cv&amp;user=154</a>	
	<b>Total</b>	<b>207,36p</b>



## 7. Alte lucrări și contribuții științifice sau, după caz, din domeniul creației artistice

F	<b>Alte lucrări de proiectare-cercetare-dezvoltare</b>	
	F1.Call: HORIZON-WIDERA-2024-ERA-01 cu numărul101183680 — ETSA-proiect depus, coordonator echipă TUIASI, evaluat cu 12 puncte (nota 10-eligibilitate)	
	F2. <i>Intelligent Circular Redesign, Collaboration and Learning for Industry 5.0 (iCIRCLE5)</i> , membru echipa proiect 2025	
	F3. <i>FutureProof Intelligent Innovation: Integrating Design, Technology and Skills for creating Circular Value in the Industry 5.0 (FIT4CV)</i> , membru echipa proiect 2024	
	F4. <i>Productivity and Reputation in Service Companies: Use Cases for a Digital-AI-isation People-Centered in the Industry-Society 5.0 (PRESDIAPIS5.0)</i> , the sub-project: <i>Use Cases for the Digital-AI-isation of the Value Chain: Operations and Supply Chain.</i> , membru echipa proiect, 2023.	
	F5. <i>Engaging stakeholders in a Joint Value Social Network during the entire Life Cycle for better Performance (JVS4LCP)</i> , axa Transición Ecológica y Transición Digital - TED 2021, Universidad Politécnica de Valencia, membru echipa proiect,	
	F6.Proiect UEFCDI - Dezvoltarea sistemului național de cercetare-dezvoltare-Resurse Umane-Subprogram 1.1 - Resurse Umane - Premierea rezultatelor cercetării - PN-III-P1-1.1-PRECISI-2018-22977, 2018, beneficiar proiect, <a href="https://uefiscdi.ro/index.php">https://uefiscdi.ro/index.php</a>	
	F7.Proiect UEFCDI - Dezvoltarea sistemului național de cercetare-dezvoltare-Resurse Umane-Subprogram 1.1 - Resurse Umane - Premierea rezultatelor cercetării - PN-III-P1-1.1-PRECISI-2018-23769, 2018, beneficiar proiect, <a href="https://uefiscdi.ro/index.php">https://uefiscdi.ro/index.php</a>	
E	F8.ENACTED project- European Union and its neighbourhood. Network for enhancing EU's actorness in the eastern borderlands (Erasmus + 2017-2625), Centre for European Studies, "Alexandru Ioan Cuza" University, Iași, 2018, organizator și membru în comisia de evaluare a concursului de eseuri "My European Dream"	
	F9.Proiect PECAFROM – Promovarea egalității de șanse în cariera universitară și academică pentru femeile din România POSDRU/144/6.3/S/127928 parteneri: Universitatea „Apollonia” din Iași; Academia Română-beneficiar proiect, 2014	
	<b>Lucrare comunicată/ prezentată la seminar/ conferință/ workshop/ expoziție</b>	
	E1.Butnariu,A., Ciobanu C.I., Luca F.A., Filipeanu, D. <i>Key Factors in the Internationalization Process of Born Global Romanian Software Companies: an Exploratory Study</i> , The 19th International Management Conference "Global Management Reimagined: Solutions for a Geopolitically Complex Future", IMC 2025, 30-31 Oct, 2025 Bucharest, Romania	1
	E2.Ciobanu, C.I., Leon, R. <i>Restaurants' transition to Industry 5.0: Strategies adopted based on their level of maturity</i> International Conference on Business, Management and Economics, 11th edition, 14-16 august 2025, Paris, Franța	1
	E3.Ciobanu, C.I. <i>Risk Assessment-Precondition for contering the effects of its occurence</i> , SEA 13 Economic EXperiences, Transilvania University of Brasov, 2017	1
	E4.Ciobanu, C.I. <i>Explaining behaviour in the health sector</i> Conference: Informal Payments in the Health Sector, GRIGORE T. POPA" University of Medicine and Pharmacy from Iași, onsite, 4iulie, 2022	1
	E5.Ciobanu, C.I. <i>Strategii de marketing relational aplicate in sistemul de sănătate</i> , IMPROVE - Conferință cu participare națională dedicată științei îmbunătățirii, marketingului medical și comunicării între profesioniștii din sistemului sanitar și profesioniștii de marketing, Academia Română, Iași, 2016	1
	E6.Ciobanu, C.I. <i>A loyalty model for service firm</i> , International Seminar on Interdisciplinary Research of Valencia Catholic University, Facultad de Ciencias Económicas y Empresariales, Valencia, 2016	1
	<b>Total E</b>	<b>6p</b>

Total Ca+I+D+W=40,14p

Total Cb= 24 p

Total P 207,36p

Total R 21,2 p

Total V 19,6 p

Total E=6p

Total 318,30 puncte

Data 25.12.2025

Candidat, CIOBANU Claudia Ioana