

Concurs pentru ocuparea postului poz. 123, de Asistent universitar  
 Departamentul: Marketing,  
 Disciplinele: Marketing,  
 Domeniul Marketing,  
 post publicat în Monitorul Oficial al României nr. 569 din 28.04.2017

Data 16 iunie 2017

## LISTA DE LUCRĂRI

Candidat: ORÎNDARU R. Andreea - Dr. din 2016

**1. Lista celor maximum 10 lucrări** considerate de candidat a fi cele mai relevante pentru realizările profesionale proprii, care sunt incluse în format electronic în dosar și care se pot regăsi și în celelalte categorii de lucrări din prezenta listă de lucrări:

1 **Andreea ORÎNDARU** - *Changing perspectives on students in higher education*, 22nd International Economic Conference (IECS 2015), Procedia Economics and Finance, Vol. 27, 2015, pp. 682-691, Sibiu, 15 – 16 mai 2015, ISSN: 2212-5671

[http://apps.webofknowledge.com/full\\_record.do?product=WOS&search\\_mode=GeneralSearch&qid=3&SID=R11cYGeqggCI4SeJ5Ni&page=1&doc=1&cacheurlFromRightClick=no](http://apps.webofknowledge.com/full_record.do?product=WOS&search_mode=GeneralSearch&qid=3&SID=R11cYGeqggCI4SeJ5Ni&page=1&doc=1&cacheurlFromRightClick=no)

2 **Andreea ORÎNDARU**, Maria Floriana Popescu - *PhD student's satisfaction and the relationship with the economic and social environment*, 15th EBES (Eurasia Business and Economics Society) Conference, Lisabona, 8 – 10 ianuarie 2015

<https://dspace.uevora.pt/rdpc/bitstream/10174/16779/1/15th%20EBES%20Conference%20AG%20full%20book.pdf>

3 **Andreea ORÎNDARU** – *Developing marketing higher education strategies based on students' satisfaction evolution in time*, 15th EBES (Eurasia Business and Economics Society) Conference, Romanian Economic Journal, Vol. XVIII, Nr. 57, 2015, pp. 167-182, Lisabona, 8 – 10 ianuarie 2015, ISSN 1454-4296

<http://www.rejournal.eu/sites/rejournal.versatech.ro/files/articole/2015-09-23/3298/y2orindaru.pdf>

4 Cristina Veronica Partenie, **Andreea ORÎNDARU**, Robert Bumbac – *The Bologna Process: Between past reforms and the innovative future*, SGEM Conference on Social Sciences and Arts, 1<sup>st</sup>-10<sup>th</sup> September, 2014, Proceedings of SGEM Conference on Psychology and Psychiatry, Sociology and Healthcare, Education, Vol. 3, 2014, pp. 871-878 Section Education and Educational Research, Albena, 1 – 10 septembrie 2014, ISBN 978-619-7105-24-7 și ISSN 2367-5659

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5 Laurențiu-Dan Anghel, **Andreea ORÎNDARU** – *Measuring students' satisfaction as part of the marketing higher education strategies*, SGEM Conference on Social Sciences and Arts, 1<sup>st</sup>-10<sup>th</sup> September, 2014, Proceedings of SGEM Conference on Psychology and Psychiatry, Sociology and Healthcare, Education, Vol. 3, 2014, pp. 533-539 Section Education and Educational Research, Albena, 1 – 10 septembrie 2014, ISBN 978-619-7105-24-7 și ISSN 2367-5659

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6 Rodica Pamfilie, **Andreea ORÎNDARU**, Robert Bumbac – *Is e-learning a genuine setting changer for the education field?*, The 10th International Scientific Conference „e-Learning and software for education”, pp. 371-377, București, 24 – 25 aprilie 2014, ISSN 2343-7669

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7 **Andreea ORÎNDARU** - *Building University Brand through Specific Marketing Instruments*, Marketing and Business Development Conference, International Journal of Economic Practices and Theories, Vol. 4, Nr. 2, 2014, București, 21 – 24 noiembrie 2013, e-ISSN 2247-7225

[http://www.ijept.org/index.php/ijept%20/article/view/Building\\_University\\_Brand\\_through\\_Specific\\_Marketing\\_Instruments](http://www.ijept.org/index.php/ijept%20/article/view/Building_University_Brand_through_Specific_Marketing_Instruments)

8 Rodica Pamfilie, Bogdan Onete, Robert Bumbac, **Andreea ORÎNDARU** - *Open minded companies for better innovation performance*, 12th International Commodity Science Conference „Current Trends in Commodity Science”, Polish Journal of Commodity Science, Vol. 4. Nr. 37, pp. 22-30, Poznan, 16 – 19 septembrie 2013, ISSN 1733-747X

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9 Rodica Pamfilie, **Andreea ORÎNDARU**, Robert Bumbac - *Marketing and innovation as main instruments for self-centered student education*, International Conference on Education and Educational Research EER 2013, Special Issue of Journal Advances in Education Sciences, vol. 1, pp. 197-203, Singapore, 11 – 12 august 2013, ISBN 978-981-07-5946-9, ISSN 2339-5141

[http://apps.webofknowledge.com/full\\_record.do?product=WOS&search\\_mode=GeneralSearch&qid=3&SID=R11cYGegggCI4SeJ5Ni&page=1&doc=5&cacheurlFromRightClick=no](http://apps.webofknowledge.com/full_record.do?product=WOS&search_mode=GeneralSearch&qid=3&SID=R11cYGegggCI4SeJ5Ni&page=1&doc=5&cacheurlFromRightClick=no)

10 Rodica Pamfilie, Robert Bumbac, **Andreea ORÎNDARU** – *Innovative e-learning benefits for universities and companies*, The 9th International Scientific Conference „e-Learning and software for education”, pp. 398-405, București, 25 – 26 aprilie 2013, ISSN 2343-7669

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## 2 Teza de doctorat

T1. **ORÎNDARU Andreea**, *Strategii de marketing educațional*, coordonator prof. univ. dr. Laurențiu-Dan Anghel, Academia de Studii Economice din București, Facultatea de Marketing, 231 de pagini, susținută public la 6 octombrie 2016

**3 Cărți/cursuri** publicate în edituri recunoscute(Ca1, Ca2 etc.), îndrumare publicate(I1, I2 etc.), capitole publicate în volume colective, capitole teoretice redactate, (D1, D2 etc.), după caz, prin care se aduc contribuții a dezvoltarea activităților didactice/profesionale.

**4 Cărți de specialitate** publicate în edituri recunoscute(Cb1, Cb2 etc.), **articole/studii** publicate in extenso în reviste de specialitate de circulație internațională recunoscute (reviste cotate ISI sau indexate în baze de date internaționale specifice domeniului)(Ri1, Ri2etc.), **articole/studii in extenso** publicate în volumele unor manifestări științifice internaționale recunoscute din țară și din străinătate (cu ISSN/ ISBN)(Vi1,Vi2 etc.), precum și **alte lucrări similare**: articole/studii publicate in extenso în reviste de specialitate de circulație națională recunoscute CNCSIS (Rn1, Rn2 etc.), articole/studii publicate in extenso în volumele unor manifestări științifice naționale (cu ISSN/ISBN)(Vn1,Vn2 etc.), lucrări prezentate la diferite seminarii/expoziții, inovații etc.(E1, E2 etc.), după caz, prin care se aduc contribuții la dezvoltarea domeniului.

Ri1. **Andreea ORÎNDARU** - *Changing perspectives on students in higher education*, 22nd International Economic Conference (IECS 2015), Procedia Economics and Finance, Vol. 27, 2015, pp. 682-691, Sibiu, 15 – 16 mai 2015, ISSN: 2212-5671

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Ri4. Rodica Pamfilie, Bogdan Onete, Robert Bumbac, **Andreea ORÎNDARU** - *Open minded companies for better innovation performance*, 12th International Commodity Science Conference

„Current Trends in Commodity Science”, Polish Journal of Commodity Science, Vol. 4. Nr. 37, pp. 22-30, Poznan, 16 – 19 septembrie 2013, ISSN 1733-747X

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Ei2. **Andreea ORÎNDARU** - *Student satisfaction – the basis of higher education development*, 14th International AELFE Conference, Bucharest, 25-27 iunie 2015

Ei1. **Andreea ORÎNDARU**, Maria Floriana Popescu - *PhD student's satisfaction and the relationship with the economic and social environment*, 15th EBES (Eurasia Business and Economics Society) Conference, Lisabona, 8 – 10 ianuarie 2015

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**5. Citări ale lucrărilor publicate:** referința bibliografică a lucrării citate(Ci1, Ci2) și referința / ele bibliografică / e a / ale lucrării care citează (Ci1.1, Ci1.2....., Ci2.1, Ci2.2, etc.)

Ci1. **Andreea ORÎNDARU** - *Changing perspectives on students in higher education*, 22nd International Economic Conference (IECS 2015), Procedia Economics and Finance, Vol. 27, 2015, pp. 682-691, Sibiu, 15 – 16 mai 2015, ISSN: 2212-5671

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Ci 1.1 Hakna Karatas, Bulent Aici, Aydin Balyer, Mehtap Bademcioglu, *An examination of students' perceptions of service quality dimensions in higher education*, Anthropologist 24(1), 2016, pp. 389-398, ISSN 0972-0073

[https://www.researchgate.net/publication/307883818\\_An\\_examination\\_of\\_students%27\\_perceptions\\_of\\_service\\_quality\\_dimensions\\_in\\_higher\\_education](https://www.researchgate.net/publication/307883818_An_examination_of_students%27_perceptions_of_service_quality_dimensions_in_higher_education)

Ci2. Laurențiu-Dan Anghel, **Andreea ORÎNDARU** – *Measuring students' satisfaction as part of the marketing higher education strategies*, SGEM Conference on Social Sciences and Arts, 1<sup>st</sup>-10<sup>th</sup> September, 2014, Proceedings of SGEM Conference on Psychology and Psychiatry, Sociology and Healthcare, Education, Vol. 3, 2014, pp. 533-539 Section Education and Educational Research, Albena, 1 – 10 septembrie 2014, ISBN 978-619-7105-24-7 și ISSN 2367-5659

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Ci2.1 Lenoir Hoeckesfeld, João Coelho Soares, Ana Bárbara Silveira Mendonça Santos Dias, Mauricio Andrade De Lima, Aléssio Bessa Sarquis, *Posicionamento de marca: estudo de casos em instituições de ensino superior*, XVI Coloquio Internacional de Gestion Universitaria – CIGU, Gestion de la Investigacion y Compromiso Social de la Universidad, Arequipa – Peru, 23-25 noviembre 2016, ISBN: 978-85-68618-02-8

[https://repositorio.ufsc.br/bitstream/handle/123456789/172050/OK%20-%20101\\_00352%20-%20OK.pdf?sequence=1](https://repositorio.ufsc.br/bitstream/handle/123456789/172050/OK%20-%20101_00352%20-%20OK.pdf?sequence=1)

Ci2.2 Ionela Maniu, George C. Maniu, *Data analysis techniques for examining factors influencing student's enrollment decision*, SEA - Practical Application of Science Volume III, Issue 2 (8) / 2015, pp. 61-64, ISSN, 2360 – 2554

[http://www.sea.bxb.ro/Article/SEA\\_8\\_8.pdf](http://www.sea.bxb.ro/Article/SEA_8_8.pdf)

Ci2.3 Ionela Mocan (Maniu), George C. Maniu, *New Media as a Recruitment Tool in the Higher Education Decision Process. A Case Study*, New Media in Higher Education Market, pp. 159-163, Katowice 2015, ISBN 978-83-7875-267-7

<http://www.interuni.eu.katowice.pl/images/publikacja.pdf>

Ci3. Rodica Pamfilie, Bogdan Onete, Robert Bumbac, **Andreea ORÎNDARU** - *Open minded companies for better innovation performance*, 12th International Commodity Science Conference „Current Trends in Commodity Science”, Polish Journal of Commodity Science, Vol. 4. Nr. 37, pp. 22-30, Poznan, 16 – 19 septembrie 2013, ISSN 1733-747X

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C3.1 Jonathan B. Yawson, *Effect of internal innovation climate and strategic partnerships with suppliers on open innovation in SMEs*, Capella University, ProQuest Dissertations Publishing, 2017

<http://search.proquest.com/openview/7b04743db625d43eacca8a78208d3658/1.pdf?pq-origsite=gscholar&cbl=18750&diss=y>

Ci3.2 Marieta Olaru, Vasile Dinu, Timo Keppler, Bogdan Mocan, Alexandra Mateiu, *Study on the adoption of open innovation principles by the Romanian SMEs*, Amfiteatru Economic, 17 (special no. 9), pp. 1129-1141

<https://poseidon01.ssrn.com/delivery.php?ID=627112031031100007064108089127000126017039000080068005126025106090071065081066070105028099044055108047124121088001015025000066027083008052040019104024009065068001102067081035117124088021065018089016120005127071000105065124098118106103092113115122110106&EXT=pdf>

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Ci4.1 Ayanda Pamella Msomi, Elias Munapo, Ireen Choga, *The Conceptualisation of e-learning at the public sector*, Problems and Perspectives in Management, 14(4) 2016, pp. 41-53

<https://businessperspectives.org/journals/problems-and-perspectives-in-management/issue-53/the-conceptualisation-of-e-learning-at-the-public-sector>

Ci4.2 Bibi Dzifa Tomiwa, *Social construction of bespoke software for higher education management in a sub-saharan african country*, A thesis submitted to the University of Ghana

Business School, University of Ghana, Legon in partial fulfillment of the requirements for the award of an MPHIL in Management Information Systems degree, 2015

[http://ugspace.ug.edu.gh:8080/xmlui/bitstream/handle/123456789/8204/BIB1%20DZIFA%20TOMIWA\\_SOCIAL%20CONSTRUCTION%20F%20BESPOKE%20SOFTWARE%20FOR%20HIGHER%202015.pdf?sequence=1&isAllowed=y](http://ugspace.ug.edu.gh:8080/xmlui/bitstream/handle/123456789/8204/BIB1%20DZIFA%20TOMIWA_SOCIAL%20CONSTRUCTION%20F%20BESPOKE%20SOFTWARE%20FOR%20HIGHER%202015.pdf?sequence=1&isAllowed=y)

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Ci5.1 Miguel Noite, *Os atributos da marca das instituições de ensino superior: o caso do IPAM Porto*, IPAM Porto Dissertacao de Mestrado, 2016

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Ci6.1 Hussain Alqahtani, *Does E-Learning Help Users to Learn: A Comparative Study of E-learning in Saudi Arabia and New Zealand*, A thesis submitted to Auckland University of Technology in partial fulfillment of the requirement for the degree of Master of Computer and Information Sciences (MCIS), School of Engineering, Computer and Mathematical Sciences, 2016

<http://aut.researchgateway.ac.nz/bitstream/handle/10292/10099/AlqahtaniH.pdf?sequence=3&isAllowed=y>

#### Notă

- (1) Fiecare lucrare este prezentată, în limba în care a fost publicată/expusă, corespunzător structurii “ I, II, III, IV, V, VI, VII ”, unde: I este indicativul (T1, T2 etc.; Ca1, Ca2 etc.; ...), care se scrie “bold” la lucrările realizate după acordarea ultimului titlu didactic/grad profesional(**Ca1, II** etc., după caz); II - autorii în ordinea din publicație, cu scriere “bold” a **candidatului**; III – *titlul*, scris “italic”; IV - editura sau revista sau manifestarea și/sau alte elemente de localizare, după caz; V - intervalul de pagini din publicație, respectiv, pp ...-..., numărul total de pagini, respectiv, ... pg., sau alte date similare, după caz; VI - anul sau perioada de realizare, după caz.; VII – ISSN (pentru reviste) sau ISBN (pentru cărți, manuale, tratate, volumele unor manifestări științifice, etc).
- (2) În cadrul fiecărui grup de lucrări (Ca1, Ca2 etc.; II, I2 etc. ; ...), lucrările sunt în ordine invers cronologică.

**Candidat,**

.....