

Instituția de învățământ superior Academia de Studii Economice din București
 Facultatea de Administrarea Afacerilor cu predare în limbi străine
 Departamentul UNESCO pentru Administrarea Afacerilor
 Poz. 57 Postului Asistent Universitar publicat în Monitorul Oficial al României nr. 368 în data de 6.05.2021, Disciplinele postului: Mediul European de Afaceri (germană), Calitate și inovare în afaceri (germană), Bazele Economiei Întreprinderii (engleză), Practică-Administrarea Afacerilor (engleză);
 Proiecte economice și jocuri de afaceri (germană);
 Domeniul Administrarea Afacerilor
 Candidat STAMULE STERE

LISTA DE LUCRĂRI

Candidat: STAMULE, H. STERE. - Dr./ din 2018,/ din
 (anul) (Titlul didactic/echiv.) (anul)

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.Ri1, Dima, A.M., Maassen, M.A., Janoskova, K., **Stamule, S.**, Muresan, M.L. - Models of Dependencies in Innovation in the European Union, Transformations in Business & Economics, indexat Web of Science, factor de impact 1,621, AIS 0,070, Vol. 19, No 2B (50B), pp.42-59, 2020, WOS:000630908100002, <http://www.transformations.knf.vu.lt/50b/article/mode>

2.Vi1, Mihail Busu and **Stere Stamule**, An ANP approach to estimate the market shares of the car industry companies in Romania, Proceedings of the 14th International Conference on Business Excellence 2020, indexată WOS, pp. 953-962, ISSN 2558-9652, DOI: 10.2478/picbe-2020-0090

3.Ri2, **Stere Stamule**, Trends in ethnocentrism of Romanian consumers and their attitudes towards the marketplace, Management & Marketing. Challenges for the Knowledge Society | Volume 13: Issue 2, 2018, pp. 996-1013, <https://doi.org/10.2478/mmcks-2018-0019>

4.Vi2, **Stere Stamule** and Steluța Todea, Millennials between consumer ethnocentrism and attitudes towards local campaigns, Proceedings of the of the 11th International Conference on Business Excellence, indexată WOS, | Volume 11/2017: Issue 1, pp. 720-729, 2017, ISSN 2558-9652, <https://doi.org/10.1515/picbe-2017-0076>,

5.Ri3, **Stamule, Stere** - Consumer Ethnocentrism: a Concept to Support the Increase the Economic Resilience of a Market, Review of International Comparative Management, Volume 22, Issue 1, March 2021, <http://DOI.org/10.24818/RMCI.2021.1.28>

6.Ri4, **Stamule Stere** – Nudging – a New Way in Promoting Sustainable Development to Succeed in Provoking Behavioral Change, the Ovidius University Annals. Economic Sciences Series. 2018; XVIII(1):254-259, <https://doaj.org/article/312d1db1d3564566ad4f87893281ca83>

7.Ri5, **Stamule Stere** and Bora Trajani, Review of the theoretical and empirical literature of consumer ethnocentrism, Social Sciences and Education Research Review, 2015, vol. 2, issue 1, 41-54 https://econpapers.repec.org/article/edtjsserr/v_3a2_3ay_3a2015_3ai_3a1_3ap_3a41-54.htm

8.Vi3, **Stamule, Stere**. "An analysis about the relations between the human values and the consumer behaviour", Creativity in social sciences. Actele Conferinței Internaționale de Științe Umaniste și Sociale „Creativitate. Imaginar. Limbaj”, p. 69, 2015, ISBN: 978-606-11-4798-4, <http://www.diacronia.ro/ro/indexing/details/V1837>

9.Ri6, Ploșteanu, M., **Stamule, S.**, Tatu, C. I. - Consumer education using social marketing, International Journal of Economic Practices and Theories, Vol. 4, No. 2, 2014, 343-348, http://mos.ase.ro/index.php/ijept/article/view/Consumer_Education_Using_Social_Marketing

2 Teza(-ele) de doctorat

T1 “Cercetări de marketing privind etnocentrismul consumatorului român din perspectiva unui consum sustenabil” – Academia de Studii Economice din București, 2018, 307 pagini

3 Cărți/cursuri – neaplicabil

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*.

Cb1. ...

Cb2., etc.
Ri1. ...
Ri2., etc.

Ri1, Dima, A.M., Maassen, M.A., Janoskova, K., **Stamule, S.**, Muresan, M.L. - Models of Dependencies in Innovation in the European Union”, Transformations in Business & Economics, indexat Web of Science, factor de impact 1,621, AIS 0,070, Vol. 19, No 2B (50B), pp.42-59, 2020, WOS:000630908100002, <http://www.transformations.knf.vu.lt/50b/article/mode>

Ri2, Stere Stamule - Trends in ethnocentrism of Romanian consumers and their attitudes towards the marketplace, Management & Marketing. Challenges for the Knowledge Society | Volume 13: Issue 2, pp. 996-1013, <https://doi.org/10.2478/mmcks-2018-0019>

Ri3, Stamule, Stere - Consumer Ethnocentrism: a Concept to Support the Increase the Economic Resilience of a Market, Review of International Comparative Management, Volume 22, Issue 1, March 2021, <http://DOI.org/10.24818/RMCI.2021.1.28>

Ri4, Stamule Stere – Nudging – a New Way in Promoting Sustainable Development to Succeed in Provoking Behavioral Change, the Ovidius University Annals. Economic Sciences Series. 2018; XVIII(1):254-259, <https://doaj.org/article/312d1db1d3564566ad4f87893281ca83>

Ri5, Stamule Stere and Bora Trajani - Review of the theoretical and empirical literature of consumer ethnocentrism, Social Sciences and Education Research Review, 2015, vol. 2, issue 1, 41-54 https://econpapers.repec.org/article/edtjsserr/v_3a2_3ay_3a2015_3ai_3a1_3ap_3a41-54.htm

Ri6, Ploșteanu, M., **Stamule, S.**, Tatu, C. I. - Consumer education using social marketing, International Journal of Economic Practices and Theories, Vol. 4, No. 2, 2014, 343-348, http://mos.ase.ro/index.php/ijept/article/view/Consumer_Education_Using_Social_Marketing

Vi1, Mihail Busu and **Stere Stamule** - An ANP approach to estimate the market shares of the car industry companies in Romania, Proceedings of the 14th International Conference on Business Excellence 2020, indexată WOS, pp. 953-962, ISSN 2558-9652, DOI: 10.2478/picbe-2020-0090

Vi2, Stere Stamule and Steluța Todea - Millennials between consumer ethnocentrism and attitudes towards local campaigns, Proceedings of the of the 11th International Conference on Business Excellence, indexată WOS, | Volume 11: Issue 1, pp. 720-729, 2017, ISSN 2558-9652, <https://doi.org/10.1515/picbe-2017-0076>,

Vi3, Stamule, Stere - An analysis about the relations between the human values and the consumer behaviour", Creativity in social sciences. Actele Conferinței Internaționale de Științe Umaniste și Sociale „Creativitate. Imaginar. Limbaj”, p. 69 , 2015, ISBN:978-606-11-4798-4, <http://www.diacronia.ro/ro/indexing/details/V1837>

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 Stamule Stere and Bora Trajani - Review of the theoretical and empirical literature of consumer ethnocentrism, Social Sciences and Education Research Review, 2015, vol. 2, issue 1, 41-54, https://econpapers.repec.org/article/edtjsserr/v_3a2_3ay_3a2015_3ai_3a1_3ap_3a41-54.htm

Ci1.1 Escobar, C., Kallas, Z. and Gil, J.M. (2018), "Consumers' wine preferences in a changing scenario", British Food Journal, Vol. 120 No. 1, pp. 18-32. <https://doi.org/10.1108/BFJ-02-2017-0070>

Ci1.2 Voinea, D. V., Media, Social Media and Freedom of Speech Protection in Romanian Legislation, The Proceedings of CIL 2015: Second Edition of International Conference of Humanities and Social Sciences - Creativity, Imaginary, Language, Craiova, Romania, 15-16 May 2015, 175-181, <http://portal.research.lu.se/ws/files/5847931/8165620.pdf#page=175>

Ci1.3 P.Fernández-Ferrina, B.BandebM.M.Galán-Laderoc, Parental influence on the levels of regional ethnocentrism of youth: An exploratory analysis, Spanish Journal of Marketing – ESIC, Volume 21, Issue 1, February 2017, Pages 52-62, <https://doi.org/10.1016/j.sjme.2016.11.001>

Ci1.4 Negrea, Xenia. "Idealism and Partisanship in Today Romanian Press." CLAUDIU MARIAN BUNĂIAȘU ELENA RODICA OPRAN DAN VALERIU VOINEA (2015): 141, <https://portal.research.lu.se/portal/files/5847931/8165620.pdf#page=143>

Ci1.5 Stamule, Stere. "An analysis about the relations between the human values and the consumer behaviour." CLAUDIU MARIAN BUNĂIAȘU ELENA RODICA OPRAN DAN VALERIU VOINEA (2015): 69, https://d1wqtxts1xzle7.cloudfront.net/45496986/CONFERINTA-2015-FINAL_B5_final.compressed.pdf?1462855590=&response-content-disposition=inline%3B+filename%3DCoherent_Triads_Observed_Successful_Coll.pdf&Expires=1599042600&Signature=TCExE2Ea8vZiI8RiOCi4Goc1Oauk12FuAMfVSHt~8HBFKc9H0ut8pW~j8pNMIsdP-Om8sPQqMweWq~luyolEpjF0It6zL19wOxDhxxgRb2F3Vn1gAZpA~bn09RW~UvLFRja6eUS1Wn~AfMA8r~VQMuz4AjKBTdIJZUTrfPw5x91FF9MPIOpwif-FEWrtf~VUzktQC6Lm3t16InCRywkZlf6adqJQCgZKd66r08e4R6w2mv6uz2VF7LhnAxYlJm2fnj0rWfFKbyzWDiJPKm9mPVtZ7rQdxMIHJgcQgTYeFirtkWGRwLW7FUTcyJ5bE8MaCpww4BY2Uy8OMz2L9baA_&Key-Pair-Id=APKAJLOHF5GGSLRBV4ZA#page=70

Ci1.6 Florea, Cristina Andreea, and Alexandru-Constantin Strungă. "Innovative Training Strategies in Teaching Financial and Monetary Models in the Context of Socio-Economical Cohesion." CLAUDIU MARIAN BUNĂIAȘU ELENA RODICA OPRAN DAN VALERIU VOINEA (2015): 342, <http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.1011.713&rep=rep1&type=pdf#page=343>

Ci1.7 Stoklasa, Michal, and HALINA STARZYCZNA. "Consumer Ethnocentrism of Moravian-Silesian Region: Comparison of CETSCALE Research 2013/17." In 20th International Colloquium on Regional Sciences, pp. 590-597. 2017, http://www.iivopf.cz/images/Working_papers/WPIEBRS2017/WPIEBRS_37_Stoklasa.pdf

Ci1.8 Dogbe, C. S. K., Bamfo, B. A., & Opoku, E. Consumer ethnocentrism: Empirical evidence from Ghana. https://www.researchgate.net/profile/Courage_Dogbe/publication/334031448_Consumer_ethnocentrism_Empirical_evidence_from_Ghana/links/5d134e10299bf1547c7f9521/Consumer-ethnocentrism-Empirical-evidence-from-Ghana.pdf

Ci1.9 Teodorescu, Mirela, and Bianca Teodorescu. "5 Between True and False, Scientific Uncertainty: Neutrosophy by Argumentation." Florentin Smarandache ■ Bianca Teodorescu ■ Mirela Teodorescu (2015): 69. https://www.researchgate.net/profile/Florentin_Smarandache/publication/282853508_Uncertainty_Communication_Solution_in_Neutrosophic_Key/links/561edfbc08aeacde1acd149e/Uncertainty-Communication-Solution-in-Neutrosophic-Key.pdf#page=70

Ci1.10 Korpysa J. Entrepreneurial Orientation of Academic Spin-Offs: Statistical Correlations. Problemy Zarządzania. 2019;17(1 (81)):93-106. http://cejsh.icm.edu.pl/cejsh/element/bwmeta1.element.desklight-9bdcd154-9975-4f95-91fd-080ff0066302/c/pz_2019_1_Korpysa.pdf

Ci1.11 Iorgulescu A, Marcu M. The Press of Romanians in the Diaspora, a Manifestation of the Contact between Two Cultures. CLAUDIU MARIAN BUNĂIAȘU ELENA RODICA OPRAN DAN VALERIU VOINEA.:15. <https://www.diva-portal.org/smash/get/diva2:878168/FULLTEXT01.pdf#page=16>

Ci1.12 Strungă AC. Virtual Learning Communities and the Education for European Citizenship in the Context of Adult Education. CLAUDIU MARIAN BUNĂIAȘU ELENA RODICA OPRAN DAN VALERIU VOINEA.:354. <https://pdfs.semanticscholar.org/459a/9dd3d5cd05bf5216b141be7d85d1c3f68c98.pdf#page=356>

Ci1.13 Fernández-Ferrín, P., B. Bande, and M. M. Galán-Ladero. "SPANISH JOURNAL OF MARKETING-ESIC." (2016). <https://cyberleninka.org/article/n/726037.pdf>

Ci1.14 Nikodemka-Wołowik AM, Bednarz J. Family enterprises in the context of consumer ethnocentrism and relationship-building. Problemy Zarządzania. 2019(1/2019 (81)):77-92. http://yadda.icm.edu.pl/yadda/element/bwmeta1.element.desklight-5cf0eda4-c4ae-4a40-94ce-1b3eefc25861/c/pz_2019_1_Nikodemka-Wolowik_Bednarz.pdf

Ci1.15 Nagoya R, Wanasida AS, Purwanto A, Rafdinal W. Why do People Buy Chinese Smart phones: The Role of Ethnocentrism, Value and Gender. Annals of the Romanian Society for Cell Biology. 2021 May 13:16267-90. <https://www.annalsofrscb.ro/index.php/journal/article/view/5369/4235>

Ci2 Stere Stamule, Trends in ethnocentrism of Romanian consumers and their attitudes towards the marketplace, Management & Marketing. Challenges for the Knowledge Society | Volume 13: Issue 2, pp. 996-1013, <https://doi.org/10.2478/mmcks-2018-0019>

Ci2.1 Dayani R. THE EFFECT OF LOCAL BRAND CONCIIOUSNESS AND NEED FOR UNIQUENESS TOWARDS EMOTIONAL VALUE AND BUYING INTENTION ON LOCAL BRANDS. Journal of Management and Business. 2020 Mar 9;19(1). <https://www.journalmabis.org/mabis/article/download/421/326>

Ci2.2 Lee HM, Chen T, Chen YS, Lo WY, Hsu YH. The effects of consumer ethnocentrism and consumer animosity on perceived betrayal and negative word-of-mouth. Asia Pacific Journal of Marketing and Logistics. 2020 Jun 30. <https://doi.org/10.1108/APJML-08-2019-0518>

Ci2.3 刘杰, 柴富成. 品牌负面曝光事件中的消费者民族中心倾向. 商业经济与管理. 2019 Nov 15;39(11):18-30. <http://zszs.zjgsu.edu.cn/gj/CN/article/downloadArticleFile.do?attachType=PDF&id=10152>

Ci3 Stere Stamule and Steluța Todea, Millennials between consumer ethnocentrism and attitudes towards local campaigns, Proceedings of the of the 11th International Conference on Business Excellence | Volume 11: Issue 1, pp. 720-729, ISSN 2558-9652, <https://doi.org/10.1515/picbe-2017-0076>,

Ci3.1 Zeren D, Kara A, Arango Gil A. Consumer Ethnocentrism and Willingness to Buy Foreign Products in Emerging Markets: Evidence from Turkey and Colombia. Latin American Business Review. 2020 Apr 2;21(2):145-72.

Ci3.2 Pikes, Delvin Jevon. "Every Campus: Best Practices for Starting New Campus Ministries." PhD diss., Asbury Theological Seminary, 2020.

Ci4 Stamule, Stere. "An analysis about the relations between the human values and the consumer behaviour." CLAUDIU MARIAN BUNĂIAȘU ELENA RODICA OPRAN DAN VALERIU VOINEA (2015): 69,

Ci4.1 Smarandache F. Neutrosophic social structures specificities. Social sciences and education research review. 2015;2(1):3-10. <http://fs.unm.edu/NeutrosophicSocialStructures.pdf>

Ci4.2 Strunga AC. The Role of University in Seniors' Education: A Romanian Perspective. Social Sciences and Education Research Review. 2015;2(1):81-90. <http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.695.7147&rep=rep1&type=pdf>

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,

STAMULE STERE