

Anexa 2

Data 24.05.2024

Concurs pentru ocuparea postului de lector universitar, poz. 38,
Facultatea de Administrarea Afacerilor cu predare în limbi străine,
Departamentul de Administrarea Afacerilor, cu predare în limbi străine (Catedra UNESCO),
Disciplinele: Calitate și inovare în afaceri (germană), Joc de afaceri (germană), Marketingul
relațional în domeniul energetic (engleză), Proiecte economice și jocuri de afaceri (engleză),
Domeniul: Administrarea Afacerilor
post publicat în Monitorul Oficial al României nr. 143 din 30.04.2024.

LISTA DE LUCRĂRI

Candidat: Stamule, H. Stere. - **Dr.**/din 2018, asistent universitar /din 2021

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. 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. Tantau, A.; Goia, S.I.; Dincă, V.M.; Păunescu, C.; **Stamule, S.**; Stamule, T.; Bogdan, A. Exploring the Generation Z Attitude towards Energy Efficiency Improvement and Decarbonization through Heat Pumps: An Empirical Study in Romania. Sustainability 2024, 16, 1250. <https://doi.org/10.3390/su16031250>
3. Stamule, T., Bălăsoiu, N., Zlatcu, I., **Stamule, S.**, & Oancea, M. (2023). An analysis of anticompetitive behaviour on the retail fuel market across different central and eastern european countries. Economic Computation & Economic Cybernetics Studies & Research, 57(4). [09_TanaseStamule_NarcizBalasoiu.pdf](http://www.economic-computation.com/09_TanaseStamule_NarcizBalasoiu.pdf)
4. Păunescu, C., Violeta-Mihaela Dincă, Bogdan, A., Simona, I. G. A., **Stamule, S.**, Stamule, T., & Tanțău, A. (2023). Managing energy performance through heat pumps. success drivers and barriers in residential sector. Management & Marketing, 18(3), 214-233. doi:<https://doi.org/10.2478/mmcks-2023-0012>
5. 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
6. **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>
7. **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>,
8. **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>
9. **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>
10. **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

2. Teza(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 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.

l
Ca1. ...
Ca2. ...
etc.
I1. ...
I2. ...
etc.

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 CNCIS (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.

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.**Ri2**, Tantau, A.; Goia, S.I.; Dincă, V.M.; Păunescu, C.; **Stamule, S.**; Stamule, T.; Bogdan, A. Exploring the Generation Z Attitude towards Energy Efficiency Improvement and Decarbonization through Heat Pumps: An Empirical Study in Romania. Sustainability 2024, 16, 1250. <https://doi.org/10.3390/su16031250>

3.**Ri3**, Stamule, T., Bălășoiu, N., Zlatcu, I., **Stamule, S.**, & Oancea, M. (2023). An analysis of anticompetitive behaviour on the retail fuel market across different central and eastern european countries. Economic Computation & Economic Cybernetics Studies & Research, 57(4). [09_TanaseStamule_NarcizBalasoioi.pdf](https://doi.org/10.3390/su16031250)

4.**Vi1**, Păunescu, C., Violeta-Mihaela Dincă, Bogdan, A., Simona, I. G. A., **Stamule, S.**, Stamule, T., & Tanțău, A. (2023). Managing energy performance through heat pumps. success drivers and barriers in residential sector. Management & Marketing, 18(3), 214-233. doi:<https://doi.org/10.2478/mmcks-2023-0012>

5.**Vi2**, 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

6.**Vi3**, **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>

7.**Vi4**, **Stere Stamule** and Steluța Todea, Millennials between consumer ethnocentrism and attitudes towards local campaigns, Proceedings 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>,

8.**Vi5**, **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>

9.**Vi6**, **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>

10.**Vi7**, **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

11. **Vi8**, Ploșteanu, M., **Stamule, S.**, Tatu, C. I. - Consumer education using social marketing, International Journal of Economic Practices and Theories, Vol. 4, No. 2, 2014, Special issue on Marketing and Business Development, indexată în REPEC, Cabells, http://www.ijept.eu/index.php/ijept/article/view/Consumer_Education_Using_Social_Marketing

12. **Vi9**, **Stamule, S.**, Oancea, M., & Vrana, N. (2023). The Potential of Introducing Heat Pumps (HP) and Thermal Energy Storage for the Crucea Commune, Constanta, Romania Systems in Order to Enable the Decarbonization in Romania. Ovidius University Annals, Economic Sciences Series, 23(2), 343-353. 21-1.pdf (univ-ovidius.ro)

13. **Vi10**, **Stamule, S.**, & Oancea, M. (2023). The Potential of Introducing Heat Pumps (HP) and Thermal Energy Storage for the Tulcea Municipality, Romania Systems in Order to Enable the Decarbonization in Romania. Ovidius University Annals, Economic Sciences Series, 23(2), 354-363. 22.pdf (univ-ovidius.ro)

14. **Vi11**, **Stamule, Stere**. "An analysis about the relations between the human values and the consumer behaviour." Claudiu Marian Bunăiașu Elena Rodica Ppran Dan Valeriu Voinea (2015): 69, <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 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>

Ci1.4 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://d1wqxts1xzle7.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~j8pNMIisdP-Om8sPOqMweWq~IuyolEpiF0It6zL19wOxDhxgRb2F3Vn1gAZpA~bn09RW~UvLFRja6eUS1Wn~AfMA8r~VQMuz4AjKBTdIJZUTrfPw5x91FF9MPIOpwif-FEWrtf~VUzktQC6Lm3t16InCRywkZlF6adqJQCgZKd66r08e4R6w2mv6uz2VF7LhnAxYLJm2fnj0rIWfFKbyzWDiJPKm9mPVtZ7rOdxM1HJgcQgTYeFIRtkWGRwLW7FUTcyJ5bE8MaCpww4BY2Uy8OMz2L9baA_&Key-Pair-Id=APKAJLOHF5GGSLRBV4ZA#page=70](#)

Ci1.5 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>

Ci1.6 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

Ci1.7 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

Ci1.8 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/561edfbc08aeacade1acd149e/Uncertainty-Communication-Solution-in-Neutrosophic-Key.pdf#page=70

Ci1.9 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-9bdc154-9975-4f95-91fd-080ff0066302/c/pz_2019_1_Korpysa.pdf

Ci1.10 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>

Ci1.11 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>

Ci1.12 Fernández-Ferrín, P., B. Bande, and M. M. Galán-Ladero. "SPANISH JOURNAL OF MARKETING-ESIC." (2016). <https://cyberleninka.org/article/n/726037.pdf>

Ci1.13 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

Ci1.14 Nagoya R, Wanasida AS, Purwanto A, Rafdinal N. 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.annalsofscb.ro/index.php/journal/article/view/5369/4235>

Ci1.15 Khan, Muhammad Kalim Ullah, and Muhammad Ahmad-ur-Rehman. "Cultural Identity, Consumer Ethnocentrism And Purchase Intentions: Mediating Role Of Brand Preference And Moderating Role Of Brand Equity." Journal of Positive School Psychology 6.7 (2022): 722-745, [Cultural Identity, Consumer Ethnocentrism And Purchase Intentions: Mediating Role Of Brand Preference And Moderating Role Of Brand Equity | Journal of Positive School Psychology \(journalppw.com\)](#)

Ci1.16 Nikodemka-Wołowik, Anna Maria, and Joanna Bednarz. "Family enterprises in the context of consumer ethnocentrism and relationship-building." Problemy Zarządzania 1/2019 (81) (2019): 77-92, [Family Enterprises in the Context of Consumer Ethnocentrism and Relationship-Building - Problemy Zarządzania - Issue 1/2019 \(81\) \(2019\) - CEJSH - Yadda \(icm.edu.pl\)](#)

Ci1.17 Thøgersen, J., H. U. Nohlen, and E. Ciriolo. "CONSUMER UNDERSTANDING OF ORIGIN LABELLING ON FOOD PACKAGING AND ITS IMPACT ON CONSUMER PRODUCT EVALUATION AND CHOICES." (2022), <https://joint-research-centre.ec.europa.eu/>

Ci1.18 Selvarajan, Poongothai, and Saruja Jeyaseelan. "Consumer Ethnocentrism on the Purchase of Milk Powder: A Comparative Study Between Foreign and Local Brand in Mullaitivu District." (2022), [Journal of Business Management \(vau.ac.lk\)](#)

Ci1.19 Moore, Megan Eileen. Made in the USA, Country of Origin, Reshoring, and Domestic Manufacturing. North Carolina State University, 2021, [Made in the USA, Country of Origin, Reshoring, and Domestic Manufacturing - ProQuest](#)

Ci1.20 Kofi, B., and G. S. Acheampong. "CONSUMER ETHNOCENTRISM AND ITS IMPACT ON PURCHASE DECISIONS: A STUDY OF GHANAIAN CONSUMERS." International Journal of Interdisciplinary Research in Marketing and Management (IJIRMM) 9.3 (2022): 65-75.

Ci1.21 Rahayu, A., et al. "Consumer ethnocentrism against intention to visiting nature-based tourist destinations in Bandung Regency." (2019): 33-39, cabidigitallibrary.org/doi/full/10.5555/20203233002

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/gl/CN/article/downloadArticleFile.do?attachType=PDF&id=10152>

