

Concurs pentru ocuparea postului de ASISTENT, poz. 87.
Departamentul MARKETING
Disciplinele: CYBERMARKETING (ROMÂNĂ ȘI ENGLEZĂ) ȘI SISTEME INFORMATICE DE MARKETING
Domeniul: MARKETING
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LISTA DE LUCRĂRI

Candidat: **CIOCODEICĂ D. DAVID-FLORIN - Dr./din 2022**
(NUME, inițială și prenume) (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. David-Florin CIOCODEICĂ**, MARKETING ANTREPRENORIAL PE ÎNȚELESUL TUTUROR - Percepția tinerilor privind programele de antreprenariat, Editura Economică, 2018, ISBN: 978-973-709-866-5.
- 2. David-Florin CIOCODEICĂ**, FASHION MARKETING – concepte teoretice și studii de caz, Editura ASE, 2023, ISBN: 978-606-34-0446-7.
- 3. David-Florin CIOCODEICĂ**, Raluca-Giorgiana (POPA) CHIVU, Ionuț-Claudiu POPA, Horia MIHĂLCESCU, Gheorghe ORZAN, Ana-Maria BĂJAN (DUMITRACHE) - *The Degree of Adoption of Business Intelligence in Romanian Companies—The Case of Sentiment Analysis as a Marketing Analytical Tool*, Sustainability, Vol. 14, Issue: 12, 2022, AIS – 0.843, eISSN: 2071-1050 DOI: <https://doi.org/10.3390/su14127518>
- Valentin KULETO, Milena P. ILIĆ, Rocsana BUCEA-MANEA-ȚONIȘ, **David-Florin CIOCODEICĂ**, Horia MIHĂLCESCU, Veronica MINDRESCU - *The Attitudes of K–12 Schools' Teachers in Serbia towards the Potential of Artificial Intelligence*, Sustainability, Vol.14, Issue.14, 2022, AIS – 0,843, eISSN: 2071-1050, DOI: <https://doi.org/10.3390/su14148636>
- Călin-Petrică VEGHEȘ, Mihai-Cristian ORZAN, Raluca-Giorgiana CHIVU, Ionuț-Claudiu POPA, David-Florin **CIOCODEICĂ**, Anca-Olguța ORZAN - *AN EMPIRICAL MODEL OF ANTECEDENTS OF MARKETING INFORMATION TECHNOLOGY (MARTECH) ADOPTION*. Economic Computation & Economic Cybernetics Studies & Research, Vol. 57, Issue: 1, 2023, pp. 137-152, AIS: 0,146, ISSN: 0424-267X , DOI: <https://doi.org/10.24818/18423264/57.1.23.09>
- Ionuț-Claudiu POPA, Raluca-Giorgiana (POPA) CHIVU, **David-Florin CIOCODEICĂ**, Nicoleta-Valentina DUMITRACHE, Bianca Cristina VOICU, *Awareness of the endogenous factors influence purchasing and consumption decisions*, ICESS 2021, pp. 359-367, publicat în Sciendo (De Gruyter) in a Conference Proceedings Volume, indexat în DOAJ, EBSCO, ProQuest, REPEC etc., ISSN 2704-6524, <https://www.webofscience.com/wos/woscc/full-record/WOS:000766030100035>
- David-Florin CIOCODEICĂ**, Nicoleta-Valentina DUMITRACHE, Raluca-Giorgiana (POPA) CHIVU, Ionuț-Claudiu POPA, Ana-Maria DUMITRACHE (BĂJAN), *The Importance of Tools Specific Mobile Networks and Social Online Networks for Start-Ups in Bucharest*, ICESS 2021, pp. 341-349, publicat în Sciendo (De Gruyter) in a Conference Proceedings Volume, indexat în DOAJ, EBSCO, ProQuest, REPEC etc., ISSN 2704-6524, <https://www.webofscience.com/wos/woscc/full-record/WOS:000766030100033>
- David-Florin CIOCODEICĂ**, Raluca-Giorgiana CHIVU, Ionuț-Claudiu POPA, Adrian MOCIU - *Studying the Evolution of Business in the Field of Nutrition Using Instruments Specific to Online Social Networks in the Context of the New COVID-19*, Journal of Emerging Trends in Marketing and Management, Vol. 1, Issue. 1, 2020, pp.237-244, revistă indexată în **REPEC**, EconPapers, IDEAS, **DOAJ**, EBESCO, ISSN 2537-5865, https://www.etimm.ase.ro/RePEc/aes/jetimm/2020/ETIMM_V01_2020_73.pdf
- Raluca-Giorgiana CHIVU, **David-Florin CIOCODEICĂ**, Adrian MOCIU, Florina BOTEZATU - *The Influence of the Cultural Factor in Eating Habits: An International Marketing Case Study*, Journal of Emerging Trends in Marketing and Management, Vol 1, Issue. 1, 2020, pp.252-258, revistă indexată în RePec, EconPapers, IDEAS, DOAJ, EBESCO, ISSN 2537-5865, https://www.etimm.ase.ro/RePEc/aes/jetimm/2020/ETIMM_V01_2020_75.pdf
- Lucia – Nicoleta BARBU, Mihai Cristian ORZAN, David-Florin **CIOCODEICĂ**, Olguța Anca ORZAN, *The Impact Of The Covid-19 Pandemic On Social Media Promotion Strategies Of Companies In Romania - Theoretical Aspects, Review of International Comparative Management*, Vol. 24, Issue. 5, 2023, revistă indexată RePec, DOAJ, EBSCO, Cabells Database, ISSN: 1582-3458, <https://www.rmci.ase.ro/no24vol5/03.pdf>

2. Teza(-ele) de doctorat

T1. CERCETĂRI PRIVIND COMUNICAREA INTEGRATĂ DE MARKETING PRIN INSTRUMENTE SPECIFICE REȚELELOR MOBILE ȘI REȚELELOR SOCIALE ONLINE ÎN FASHION MARKETING, Profesor Coordonator: Prof.univ.dr. Gheorghe ORZAN, Școala Doctorală de Marketing din Academia de Studii Economice din București.

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.

Ca1. **David-Florin CIOCODEICĂ**, Inițiere în MARKETINGUL EDUCAȚIONAL, Editura Economică, 2017, ISBN: 9789737098252

Ca2. **David-Florin CIOCODEICĂ**, MARKETING ANTREPRENORIAL PE ÎNȚELESUL TUTUROR - Percepția tinerilor privind programele de antreprenariat, Editura Economică, 2018, ISBN: 978-973-709-866-5.

Ca3. **David-Florin CIOCODEICĂ**, FASHION MARKETING – concepte teoretice și studii de caz, Editura ASE, 2023, ISBN: 978-606-34-0446-7.

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, Ri2 etc.), **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. David-Florin CIOCODEICĂ, Raluca-Giorgiana (POPA) CHIVU, Ionuț-Claudiu POPA, Horia MIHĂLĂCESCU, Gheorghe ORZAN, Ana-Maria BĂJAN (DUMITRACHE) - *The Degree of Adoption of Business Intelligence in Romanian Companies—The Case of Sentiment Analysis as a Marketing Analytical Tool*, Sustainability, Vol. 14, Issue: 12, 2022, AIS – 0.843, eISSN: 2071-1050 DOI: <https://doi.org/10.3390/su14127518>

Ri2. Valentin KULETO, Milena P. ILIĆ, Rocsana BUCEA-MANEA-ȚONIȘ, **David-Florin CIOCODEICĂ**, Horia MIHĂLĂCESCU, Veronica MINDRESCU - *The Attitudes of K–12 Schools' Teachers in Serbia towards the Potential of Artificial Intelligence*, Sustainability, Vol.14, Issue.14, 2022, AIS – 0,843, eISSN: 2071-1050, DOI: <https://doi.org/10.3390/su14148636>

Ri3. Călin-Petrică VEGHEȘ, Mihai-Cristian ORZAN, Raluca-Giorgiana CHIVU, Ionuț-Claudiu POPA, **David-Florin CIOCODEICĂ**, Anca-Olguța ORZAN - *AN EMPIRICAL MODEL OF ANTECEDENTS OF MARKETING INFORMATION TECHNOLOGY (MARTECH) ADOPTION*. Economic Computation & Economic Cybernetics Studies & Research, Vol. 57, Issue: 1, 2023, pp. 137-152, AIS: 0,146, ISSN: 0424-267X, DOI: <https://doi.org/10.24818/18423264/57.1.23.09>

Ri4. Ionuț-Claudiu POPA, Raluca-Giorgiana (POPA) CHIVU, **David-Florin CIOCODEICĂ**, Nicoleta-Valentina DUMITRACHE, Bianca Cristina VOICU, *Awareness of the endogenous factors influence purchasing and consumption decisions*, ICESS 2021, pp. 359-367, publicat în Sciendo (De Gruyter) in a Conference Proceedings Volume, indexat în DOAJ, EBSCO, ProQuest, REPEC etc., ISSN 2704-6524, <https://www.webofscience.com/wos/woscc/full-record/WOS:000766030100035>

Ri5. David-Florin CIOCODEICĂ, Nicoleta-Valentina DUMITRACHE, Raluca-Giorgiana (POPA) CHIVU, Ionuț-Claudiu POPA, Ana-Maria DUMITRACHE (BĂJAN), *The Importance of Tools Specific Mobile Networks and Social Online Networks for Start-Ups in Bucharest*, ICESS 2021, pp. 341-349, publicat în Sciendo (De Gruyter) in a Conference Proceedings Volume, indexat în DOAJ, EBSCO, ProQuest, REPEC etc., ISSN 2704-6524, <https://www.webofscience.com/wos/woscc/full-record/WOS:000766030100033>

Ri6. David-Florin CIOCODEICĂ, Raluca-Giorgiana CHIVU, Ionuț-Claudiu POPA, Adrian MOCIU - *Studying the Evolution of Business in the Field of Nutrition Using Instruments Specific to Online Social Networks in the Context of the New COVID-19*, Journal of Emerging Trends in Marketing and Management, Vol. 1, Issue. 1, 2020, pp.237-244, revistă indexată în REPEC, EconPapers, IDEAS, DOAJ, EBESCO, ISSN 2537-5865, https://www.etimm.ase.ro/RePEc/aes/jetimm/2020/ETIMM_V01_2020_73.pdf

Ri7. Raluca-Giorgiana CHIVU, **David-Florin CIOCODEICĂ**, Adrian MOCIU, Florina BOTEZATU - *The Influence of the Cultural Factor in Eating Habits: An International Marketing Case Study*, Journal of Emerging Trends in Marketing and Management, Vol 1, Issue. 1, 2020, pp.252-258, revistă indexată în RePec, EconPapers, IDEAS, DOAJ, EBESCO, ISSN 2537-5865, https://www.etimm.ase.ro/RePEc/aes/jetimm/2020/ETIMM_V01_2020_75.pdf

Ri8. Lucia – Nicoleta BARBU, Mihai Cristian ORZAN, David-Florin CIOCODEICĂ, Olguța Anca ORZAN, *The Impact Of The Covid-19 Pandemic On Social Media Promotion Strategies Of Companies In Romania - Theoretical Aspects, Review of International Comparative Management*, Vol. 24, Issue. 5, 2023, revistă indexată RePec, DOAJ, EBSCO, Cabells Database, ISSN: 1582-3458, <https://www.rmci.ase.ro/no24vol5/03.pdf>

Ri9. Ion ANGHEL, Mihaela Cristina DRĂGOI, Adrian ANICA-POPA, Simona Cătălina ȘTEFAN, **David-Florin CIOCODEICĂ** - *Challenges in the Romanian Healthcare System in the Context of the COVID-19 Pandemic. In Economic Recovery After COVID-19*, 2022, pp. 1-16, Springer, Cham, ISBN 978-3-030-86640-2 https://link.springer.com/chapter/10.1007/978-3-030-86641-9_1

Ri10. Otilia-Elena PLATON, **David-Florin CIOCODEICĂ**, Margareta-Stela FLORESCU, Ștefan Claudiu CĂESCU, Olguța-Anca ORZAN - *Factors Affecting Consumers' Attitude and Intentions Toward Online Events During the COVID-19 Pandemic*. In Digitalization and Big Data for Resilience and Economic Intelligence, 2022, pp. 171-182, Springer, Cham, ISBN 978-3-030-93285-5, https://link.springer.com/chapter/10.1007/978-3-030-93286-2_13

Ri11. Magdalena CIOBANU STOIAN, Angela MADAN, Andreea STRATILA IRIMIA, **David-Florin CIOCODEICĂ**, Mihai MEHEDINTU - *SUSTAINABLE IMPACTS ON FASHION IN A MULTICULTURAL MARKET*, 2022, pp. 52-71, ISBN 978-9916-9704-9-2, https://link.springer.com/chapter/10.1007/978-3-031-30061-5_9

Ri12. David-Florin CIOCODEICĂ, *Percepția consumatorilor privind conceptul de "Made to Measure" în croiala obiectelor vestimentare*. Colecția de working papers ABC-ul Lumii Financiare, Vol. 7 Nr.7, 2018, pp.168-179, revistă indexată în bazele de date internaționale RePec, DOAJ, <https://www.ceeol.com/search/article-detail?id=872129>

Ri13. David-Florin CIOCODEICĂ, Gheorghe ORZAN, Nicoleta-Valentina DUMITRACHE - *STUDENTS PERCEPTION OF EDUCATIONAL ACTIVITIES USING THE ONLINE TOOL "MENTIMETER: INTERACTIVE PRESENTATION SOFTWARE" - E-LEARNING PLATFORMS*. 12th annual International Conference on Education and New Learning Technologies, EDULEARN20 Proceedings, ISBN: 978-84-09-17979-4/2340-1117, 6-7 July 2020, 2020, Online Conference, pp. 2820-2826, Conferință ISI Proceedings, <https://library.iated.org/view/CIOCODEICA2021IMP>

Ri14. David-Florin CIOCODEICĂ, Gheorghe ORZAN, Otilia-Elena PLATON, Ana-Maria DUMITRACHE (BĂJAN), Anca RANCEA și Nicoleta-Valentina DUMITRACHE - *THE IMPACT OF DIGITALIZATION ON THE EDUCATIONAL ACTIVITY CARRIED OUT USING ONLINE COMMUNICATION PLATFORMS*. 13th International Conference on Education and New Learning Technologies, EDULEARN21 Proceedings, ISBN: 978-84-09-31267-2, 5-6 July, 2021, pp. 1450-1459, Conferință ISI Proceedings, <https://library.iated.org/view/CIOCODEICA2021IMP>

- Ri15. David-Florin CIOCODEICĂ** și Raluca-Giorgiana CHIVU - *Cercetare privind percepția studenților față de activitatea promoțională pe piața serviciilor de taximetrie*, Revista de Marketing Online, Vol. 11, Nr.2, Editura Uranus, București, 2017, pp.12-22, revistă indexată în bazele de date internaționale RePEc, DOAJ, ISSN: 1843-0678, <http://www.editurauranus.ro/marketing-online/112/2.html>
- Ri16. Raluca-Giorgiana CHIVU și David-Florin CIOCODEICĂ**, *Influența mijloacelor de publicitate asupra comportamentului de consum*, Revista de Marketing Online, Vol. 11, Nr.1, Editura Uranus, București, 2017, p.3-17, revistă indexată în bazele de date internaționale RePEc, DOAJ, ISSN: 1843-0678, <http://www.editurauranus.ro/marketing-online/112/2.html>
- Ri17. David-Florin CIOCODEICĂ**, *Cercetare cantitativă privind utilizarea rețelelor de socializare online în rândul tinerilor din București*, Revista de Marketing Online, Vol. 9, Nr.4, Editura Uranus, București, 2015, p.21-34, revistă indexată în bazele de date internaționale RePEc, DOAJ, ISSN: 1843-0678 <http://edumark.ase.ro/RePEc/rmko/pdf/3.pdf>
- Ri18. David-Florin CIOCODEICĂ**, *Studierea nevoii de inițiere și dezvoltare a Start-Up-urilor în rândul tinerilor din România*, Revista de Marketing Online, Vol. 10, Nr.3, Editura Uranus, București, 2016, p.23-60, revistă indexată în bazele de date internaționale RePEc, DOAJ, ISSN: 1843-0678, <http://www.editurauranus.ro/marketing-online/103/3.html>
- Ri19. Raluca-Giorgiana (POPA) CHIVU, Otilia-Elena PLATON, David-Florin CIOCODEICĂ, Ionuț-Claudiu POPA**, *Digitalization and Evolution of Online Marketing on the Business Market in Romania*, International Business Information Management Association, IBIMA38, Sevilla, Spania, Noiembrie 2021, pg. 5895-5901, ISBN 978-0-9998551-7-1, Conferința ISI Proceedings, indexată în Scientific and Technical Proceedings (ISTP/ISI Proceedings), to Social Sciences & Humanities Proceedings (ISSHP/ISI Proceedings), Conference proceedings Citation index, social Sciences, and Humanities edition (Web of Science), SCOPUS, Australian Research Council, <https://ibima.org/accepted-paper/digitalization-and-evolution-of-online-marketing-on-the-business-market-in-romania/>
- Ri20. Otilia-Elena PLATON, David-Florin CIOCODEICĂ, Raluca-Giorgiana (POPA) CHIVU**, *The importance of Communicate your COVID-19 Health and Safety Measures: A Marketing Experiment on Hotel Bookings using Eye-tracking*, International Business Information Management Association, IBIMA38, Sevilla, Spania, Noiembrie 2021, pg 5886-5894, ISBN 978-0-9998551-7-1, Conferința ISI Proceedings, indexată în Scientific and Technical Proceedings (ISTP/ISI Proceedings), to Social Sciences & Humanities Proceedings (ISSHP/ISI Proceedings), Conference proceedings Citation index, social Sciences, and Humanities edition (Web of Science), SCOPUS, Australian Research Council; <https://ibima.org/accepted-paper/the-importance-of-communicating-your-covid-19-health-and-safety-measures-a-marketing-experiment-on-hotel-bookings-using-eye-tracking/>
- Ri21. David-Florin CIOCODEICĂ** - Analysis Motivation to Start A Start-Up Business Start-Up to The Youth of Romania. *Proceedings of the 36th International Business Information Management Association (IBIMA)*, ISBN: 978-0-9998551-5-7, 4-5 November 2020, Granada, Spain, pp. 3949-3954, Conferință ISI Proceedings, <https://ibima.org/accepted-paper/analysis-motivation-to-start-a-start-up-business-start-up-to-the-youth-of-romania/>
- Ri22. David-Florin Ciocodeică, Gheorghe ORZAN and Ana-Maria Dumitrache (Băjan)** - Perception of Young Entrepreneurs About the Impact of Covid-19 In Romania. *Proceedings of the 37th International Business Information Management Association (IBIMA)*, ISBN: 978-0-9998551-6-4, 30-31 May 2021, Cordoba, Spain, pp. 4183-4192, Conferință ISI Proceedings, <https://ibima.org/accepted-paper/perception-of-young-entrepreneurs-about-the-impact-of-covid-19-in-romania/>
- Ri23. Ana-Maria DUMITRACHE (BĂJAN), Anca RANCEA și David-Florin CIOCODEICĂ**, 2021. How to Grow E-Commerce Sales in Foods by Identifying the Triggers and Barriers within the Main Profiles of the Online Grocery Shoppers, in Romania, during Pandemics. Key Findings after Running a Qualitative Research in September 2021. *38th IBIMA Conference*, 2021, Online Conference, ISBN: 978-0-9998551-7-1, pg. 7891-7899. Conferință ISI Proceedings, <https://ibima.org/accepted-paper/how-to-grow-e-commerce-sales-in-foods-by-identifying-the-triggers-and-barriers-within-the-main-profiles-of-the-online-grocery-shoppers-in-romania-during-pandemics-key-findings-after-running-a-qual/>
- Ri24. Horia MIHĂLCESCU and David-Florin CIOCODEICĂ** - "The Significance of Virtual Social Networks for the Construction of Public Perception" to the 38th *IBIMA International Conference*, Seville, Spain, proceedings ISBN: 978-0-9998551-7-1, pp. 8795-8799. Conferință ISI Proceedings, <https://ibima.org/accepted-paper/the-significance-of-virtual-social-networks-for-the-construction-of-public-perception>
- Ri25. Andreea Mihaela BARBU, Margareta Stela FLORESCU, David-Florin CIOCODEICĂ**, *Needs and Solutions at the Basis of the Successful Academic Research Process-A Qualitative Analysis*, International Conference on Marketing and Business Development Journal, Vol.1, Nr.2, 2018, pp. 132-139, revistă indexată în bazele de date internaționale RePEc, DOAJ, disponibil online la https://econpapers.repec.org/article/aesicmbdj/v_3a1_3ay_3a2018_3ai_3a2_3ap_3a132-139.htm
- Ri26. Mihai Cristian ORZAN, David-Florin CIOCODEICĂ**, *Clothing Importance on Entrepreneurial Marketing*, International Conference on Marketing and Business Development Journal, Vol.1, Nr.2, 2018, pp. 132-139, revistă indexată în bazele de date internaționale RePEc, DOAJ, disponibil online la https://econpapers.repec.org/article/aesicmbdj/v_3a1_3ay_3a2018_3ai_3a2_3ap_3a115-131.htm

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. David-Florin CIOCODEICĂ, Raluca-Giorgiana (POPA) CHIVU, Ionuț-Claudiu POPA, Horia MIHĂLCESCU, Gheorghe ORZAN, Ana-Maria BĂJAN (DUMITRACHE) - *The Degree of Adoption of Business Intelligence in Romanian Companies—The Case of Sentiment Analysis as a Marketing Analytical Tool*, Sustainability, Vol. 14, Issue: 12, 2022, AIS – 0.843, eISSN: 2071-1050 DOI: <https://doi.org/10.3390/su14127518>

Ci1.1 Vărzaru, A. A. (2022). Assessing Digital Transformation Acceptance in Public Organizations' Marketing. *Sustainability*, 15(1), 265, <https://www.mdpi.com/2071-1050/15/1/265>

Ci1.2. Nichifor, E., Brătucu, G., Chițu, I. B., Lupșă-Tătaru, D. A., Chișinău, E. M., Todor, R. D., ... & Bălășescu, S. (2023). Utilising Artificial Intelligence to Turn Reviews into Business Enhancements through Sentiment Analysis. *Electronics*, 12(21), 4538, <https://www.mdpi.com/2079-9292/12/21/4538>

Ci1.3. Azman, N., Albattat, A., & Valeri, M. (2023). The Importance of Big Data Analysis: Developing Neuromarketing in Tourism Industry. In *Tourism Innovation in the Digital Era: Big Data, AI and Technological Transformation* (pp. 1-24). Emerald Publishing Limited, <https://www.emerald.com/insight/content/doi/10.1108/978-1-83797-166-420231001/full/html>

- Ci1.4.** El Malki, A., & Touate, S. (2023). The Interplay of Human, Organizational, Environmental, and Technological Factors in Business Intelligence Adoption: A Systematic Literature Review. *Journal of Law and Sustainable Development*, 11(12), e1680-e1680, <https://ojs.journalsdg.org/jlss/article/view/1680>
- Ci1.5.** Suryawati, C. T., Nugroho, R. D., Ainie, I., Irmayanti, D., Andarwati, T. W., Zuliastutik, H., ... & Gumelar, A. B. (2023, September). Sentiment Analysis on Investment Education on Twitter using Ensemble Learning. In *2023 International Seminar on Application for Technology of Information and Communication (iSemantic)* (pp. 364-369). IEEE, <https://ieeexplore.ieee.org/abstract/document/10295308>
- Ci1.6.** Mihalcescu, H., Dumitrache, A. M., & Orzan, G. (2022). Impact of Digitization and Big Data on Romanian Companies—a Qualitative Research. *Journal of Emerging Trends in Marketing and Management*, 1(1), 126-132. <https://www.etimm.ase.ro/?p=894>
- Ci1.7.** Elasdoudy, N. (2023). The application of artificial intelligence mechanisms in digital marketing and its effects on achieving competitive advantages. A field study on the news. *Journal of Mass Communication Research*, 67(2), 837-902. https://jsb.journals.ekb.eg/index.php/FAQ/journal/article_320638.html?lang=en
- Ci1.8.** Wagh, S., & Bhandari, J. (2023). Development of Sentiment Analysis Model for Women Entrepreneurs to Enhance the Global Business Operations and Marketing. *European Economic Letters (EEL)*, 13(5), 1801-1805. <https://www.eelet.org.uk/index.php/journal/article/view/980>
- Ci2.** Valentin KULETO, Milena P. ILIĆ, Rocsana BUCEA-MANEA-ȚONIȘ, **David-Florin CIOCODEICĂ**, Horia MIHĂLCESCU, Veronica MINDRESCU - *The Attitudes of K–12 Schools’ Teachers in Serbia towards the Potential of Artificial Intelligence*, Sustainability, Vol.14, Issue.14, 2022, AIS – 0,843, eISSN: 2071-1050, DOI: <https://doi.org/10.3390/su14148636>
- Ci2.1** Kaplan-Rakowski, R., Grotewold, K., Hartwick, P., & Papin, K. (2023). Generative AI and teachers’ perspectives on its implementation in education. *Journal of Interactive Learning Research*, 34(2), 313-338. <https://www.learntechlib.org/p/222363/>
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