

Data 18 Decembrie 2024

Concurs pentru ocuparea postului de Asistent, poz. 93,

Facultatea Marketing,

Departamentul Marketing,

Disciplinele: Cercetări de marketing, Cercetări de marketing (engleză), Tehnici avansate pentru cercetările de marketing, Tehnici avansate pentru cercetările de marketing (engleză),

Domeniul: Marketing

post publicat în Monitorul Oficial al României nr. 395 din 28.11.2024.

LISTA DE LUCRĂRI

Candidat: MIHĂLCESCU D. Horia - **Dr.**/din 2024,

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, 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 – 0.527, eISSN: 2071-1050 DOI: <https://doi.org/10.3390/su14127518>

2. **Horia MIHĂLCESCU**. *Marketingul politic la frontiera războiului hibrid*, Sfera Politicii 2020; nr. 3-4 (205-206). Jurnal indexat EBSCO, ProQuest, CEEOL;

https://openurl.ebsco.com/EPDB%3Aagd%3A16%3A29802064/detailv2?sid=ebsco%3Aplink%3Ascholar&id=ebsco%3Aagd%3A158149609&url=c&link_origin=scholar.google.com

<https://www.proquest.com/docview/2695511425?fromopenview=true&pq-origsite=gscholar&source-type=Scholarly%20Journals>

<https://revistasferapoliticii.ro/sfera/205-206/pdf/205-206.05.Mihalcescu.pdf>

<https://www.ceeol.com/search/article-detail?id=1052671>

3. **MIHALCESCU Horia.**, Dumitrache, Ana Maria., & Orzan, Gheorghe. (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. Jurnal indexat DOAJ, RePEc, EconPapers, IDEAS;

https://www.etimm.ase.ro/journal/ETIMM_V01_2022.pdf#page=126

https://econpapers.repec.org/article/aesjetimm/v_3a1_3ay_3a2022_3ai_3a1_3ap_3a126-132.htm

[https://doaj.org/search/articles?ref=homepage-](https://doaj.org/search/articles?ref=homepage-box&source=%7B%22query%22%3A%7B%22query_string%22%3A%7B%22query%22%3A%22Impact%20o%20Digitization%20and%20Big%20Data%20on%20Romanian%20Companies%20%E2%80%93%20a%20Qualitative%20Research%22%2C%22default_operator%22%3A%22AND%22%7D%7D%2C%22track_total_hits%22%3Atrue%7D)

[box&source=%7B%22query%22%3A%7B%22query_string%22%3A%7B%22query%22%3A%22Impact%20o%20Digitization%20and%20Big%20Data%20on%20Romanian%20Companies%20%E2%80%93%20a%20Qualitative%20Research%22%2C%22default_operator%22%3A%22AND%22%7D%7D%2C%22track_total_hits%22%3Atrue%7D](https://doaj.org/search/articles?ref=homepage-box&source=%7B%22query%22%3A%7B%22query_string%22%3A%7B%22query%22%3A%22Impact%20o%20Digitization%20and%20Big%20Data%20on%20Romanian%20Companies%20%E2%80%93%20a%20Qualitative%20Research%22%2C%22default_operator%22%3A%22AND%22%7D%7D%2C%22track_total_hits%22%3Atrue%7D)

4. **Horia MIHĂLCESCU**, "The Need and Future of Digitalization in Romania – a Delphi Method Research", to the ETIMM International Conference 2022, Bucharest, Romania, Journal of Emerging Trends in Marketing and Management. Jurnal indexat DOAJ, RePEc, EconPapers, IDEAS.

<https://www.etimm.ase.ro/?p=883>

https://econpapers.repec.org/article/aesjetimm/v_3a1_3ay_3a2022_3ai_3a1_3ap_3a108-112.htm

[https://doaj.org/search/articles?ref=homepage-](https://doaj.org/search/articles?ref=homepage-box&source=%7B%22query%22%3A%7B%22query_string%22%3A%7B%22query%22%3A%22The%20Need%20and%20Future%20of%20Digitalization%20in%20Romania%20%5C%5C-%20a%20Delphi%20Method%20Research%22%2C%22default_operator%22%3A%22AND%22%7D%7D%2C%22track_total_hits%22%3Atrue%7D)

[box&source=%7B%22query%22%3A%7B%22query_string%22%3A%7B%22query%22%3A%22The%20Need%20and%20Future%20of%20Digitalization%20in%20Romania%20%5C%5C-%20a%20Delphi%20Method%20Research%22%2C%22default_operator%22%3A%22AND%22%7D%7D%2C%22track_total_hits%22%3Atrue%7D](https://doaj.org/search/articles?ref=homepage-box&source=%7B%22query%22%3A%7B%22query_string%22%3A%7B%22query%22%3A%22The%20Need%20and%20Future%20of%20Digitalization%20in%20Romania%20%5C%5C-%20a%20Delphi%20Method%20Research%22%2C%22default_operator%22%3A%22AND%22%7D%7D%2C%22track_total_hits%22%3Atrue%7D)

5. 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 – 0.527, eISSN: 2071-1050, DOI: <https://doi.org/10.3390/su14148636>

2. Teza de doctorat

T1. Impactul tehnologiilor inteligente bazate pe big data în activitatea de marketing a companiilor românești, 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(II, 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. **Horia MIHĂLCESCU**, ROMANIA DIGITALĂ, Paideia, 2023, ISBN 978-606-748-837-1

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., Lupșa-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 from 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. Mihălcescu, 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/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/>

Ci2.2. Jatileni, C. N., Sanusi, I. T., Olaleye, S. A., Ayanwale, M. A., Agbo, F. J., & Oyelere, P. B. (2023). Artificial intelligence in compulsory level of education: perspectives from Namibian in-service teachers. *Education and Information Technologies*, 1-28. <https://link.springer.com/article/10.1007/s10639-023-12341-z>

Ci2.3. Karan, B., & Angadi, G. R. (2024). Potential Risks of Artificial Intelligence Integration into School Education: A Systematic Review. *Bulletin of Science, Technology & Society*, 02704676231224705. <https://journals.sagepub.com/doi/full/10.1177/02704676231224705>

Ci2.4. Khang, A., Muthmainnah, M., Seraj, P. M. I., Al Yakin, A., & Obaid, A. J. (2023). AI-Aided teaching model in education 5.0. In *Handbook of Research on AI-Based Technologies and Applications in the Era of the Metaverse* (pp. 83-104). IGI Global. <https://www.igi-global.com/chapter/ai-aided-teaching-model-in-education-50/326025>

Ci2.5. Mohammed, A. S. (2023). Examining the Implementation of Artificial Intelligence in Early Childhood Education Settings in Ghana: Educators' Attitudes and Perceptions towards Its Long-Term Viability. *American Journal of Education and Technology*, 2(4), 36-49. <https://journals.e-palli.com/home/index.php/ajet/article/view/2201>

Ci2.6. Lipovec, A., & Flogie, A. (2023, June). Empowering Future Teachers: Unveiling Their Attitudes and Knowledge about AI in Slovenian K-12 Education. In *2023 12th Mediterranean Conference on Embedded Computing (MECO)* (pp. 1-4). IEEE. <https://ieeexplore.ieee.org/abstract/document/10155010>

Ci2.7. Vinkóczy, T., Koltai, J. P., Nagy, N. G., Szabó-Szentgróti, E., & Szabó-Szentgróti, G. (2023). The Sustainable Contribution of Artificial Intelligence to Higher Education-Results of a Pilot Study. *Chemical Engineering Transactions*, 107, 487-492. <https://www.cetjournal.it/index.php/cet/article/view/CET23107082> Ci1

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.; I1, I2 etc. ; ...), lucrările sunt în ordine invers cronologică.

**Candidat,
Horia Mihălcescu**