

Concurs pentru ocuparea postului de Asistent universitar, pe perioadă determinată, poz. 94
 Facultatea de Marketing,
 Departamentul: MARKETING,
 Disciplinele: Comunicare de marketing: Relații publice
 Domeniul: MARKETING

LISTA DE LUCRĂRI

Candidat: CAZACU, A.M. Adrian Nicolae, dr. din 8.03.2021(OMEC nr.3461)

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:

Articole publicate în reviste indexate ICI, cu număr de WOS

1) **Adrian Nicolae Cazacu**, *Consumer Behavior Analysis, Advances and Applications in Statistics*, 2022, Vol. 82, pp.27-42, <http://www.pphmj.com>, <http://dx.doi.org/10.17654/0972361722078>, ISSN Portal: <http://dx.doi.org/10.17654/>, P-ISSN:0972-3617, **Revistă indexată: WOS-Emerging Sources Citation Index (ESCI) (Clarivate Analytics: Web of Science)Mendeley (Elsevier Database), ProQuest Database (part of Clarivate Analytics: Web of Science), Pablons (Clarivate Analytics: Web of Science), ScienceGate Database, ORES Excellence in Research for Australia (ERA Journal ID: 41719), Australian Business Deans Council (ABDC), CrossRef DOIs Database, Reseach.Life, The University of Utah Data Repositories - Research Guides, Current Index to Statistics, EBSCOhost Database, Google Scholar Database, Index Copernicus Database, J-Gate Database, ResearchBib, LocumUSA, WorldCat, Electronic Journals Library, Elektronische Zeitschriftenbibliothek (EDB-Number: 2424166-0), Eurasian Scientific Journal Index, RG Journal Impact: 0.05 (ResearchGate), Scilit (Switzerland), Statistical Theory and Method Abstracts, Ulrichsweb Database, Zentralblatt MATH. h10-index: 33; h-index: 16; Impact Factor: 1,44; AIS=0,8**
WOS: 000980479500003

2) **Adrian Nicolae Cazacu**, *The Cyclicity of the Consumer Decision Cognitive Model, Advances and Applications in Statistics*, 2022, Vol. 80, pp.41-56, <http://www.pphmj.com>, <http://dx.doi.org/10.17654/0972361722066>, ISSN Portal: <http://dx.doi.org/10.17654/>, P-ISSN:0972-3617, **Revistă indexată: WOS-Emerging Sources Citation Index (ESCI) (Clarivate Analytics: Web of Science)Mendeley (Elsevier Database), ProQuest Database (part of Clarivate Analytics: Web of Science), Pablons (Clarivate Analytics: Web of Science), ScienceGate Database, ORES Excellence in Research for Australia (ERA Journal ID: 41719), Australian Business Deans Council (ABDC), CrossRef DOIs Database, Reseach.Life, The University of Utah Data Repositories - Research Guides, Current Index to Statistics, EBSCOhost Database, Google Scholar Database, Index Copernicus Database, J-Gate Database, ResearchBib, LocumUSA, WorldCat, Electronic Journals Library, Elektronische Zeitschriftenbibliothek (EDB-Number: 2424166-0), Eurasian Scientific Journal Index, RG Journal Impact: 0.05 (ResearchGate), Scilit (Switzerland), Statistical Theory and Method Abstracts, Ulrichsweb Database, Zentralblatt MATH. h10-index: 33; h-index: 16; Impact Factor: 1,44; AIS=0,8**
WOS:000980469600003

Articole publicate în volumele unor conferințe indexate Web of Science, Conference ICI Proceedings

3) Niculae Mihăiță, **Adrian Nicolae Cazacu**, *Anime - the Animation for All Ages. The Adults Perception About the Anime Related Products*, publicat în IBIMA Proceedings, 34th IBIMA International Conference, 14 Noiembrie 2019, pp.617-634, Madrid, Spania. **Volum indexat: [Web of Science] : [Conference Proceedings]**, SCOPUS, Engineering Village, ISBN: 978-0-9998551-3-3.
WOS:000556337401022, Business & Economics. **Cr 16**

4) Niculae Mihăiță, **Adrian Nicolae Cazacu**, *The Perception Influences in the Anime Culture World. Implications on the Anime Products Market*, publicat în IBIMA Proceedings, 32nd IBIMA International Conference, 14 Noiembrie 2018, pp. 436-453, Sevilla, Spania. **Volum indexat: [Web of Science: Conference Proceedings]** SCOPUS, Engineering Village, Elsevier, Clarivate, SJR, CORE, indexed EBSCO, CSA, INTERDOK, Thomson Scientific, The [Thomson Reuters ISI Index to Social Sciences & Humanities Proceedings]® (ISSHP®), ISBN: 978-0-9998551-1-9. **WOS:000508553200036**, Business & Economics. **Cr 13**

5) **Adrian Nicolae Cazacu**, *A New Methodological Approach Regarding the Research upon the Anime Cultural Presence in Romania*, publicat în Proceedings of International Conference Globalization, Intercultural Dialogue and National Identity, Vol 4, 2017, pp.300-311. **Volum indexat: Conference Proceedings Citation Index-Social Science & Humanitas(CPCI-SSH) [Web of Science: Conference Proceedings]**, Tirgu-Mures, ISBN: 978-606-8624-01-3.
WOS:000449395800036, CitedR 6

Articole publicate în reviste indexate BDI

- 6) **Adrian Nicolae Cazacu**, *Japanese Animation Market in Romania*, Revista Universitară de sociologie, B+, <http://www.sociologiecraiova.ro/revista/>, 2023, nr.2, pp.319-331, Year IX, Beladi Publishing House, ISSN: 2537-5024, ISSN-L: 1841-6578, Revistă indexată: ERIH-PLUS, DOAJ, EBSCOHost, UlrichsWeb, REPEC, Index Copernicus, HeinOnline, GESIS, CiteFactor(**IF=1,48**)
- 7) **Adrian Nicolae Cazacu**, *Study of the Anime Products Market in Romania by Using the Properties of Time Dependent Systems*, Revista Universitară de sociologie, B+, <http://www.sociologiecraiova.ro/revista/>, 2023, nr.1, pp.240-250, Year IX, Beladi Publishing House, ISSN: 2537-5024, ISSN-L: 1841-6578, Revistă indexată: ERIH-PLUS, DOAJ, EBSCOHost, UlrichsWeb, RePEc, Index Copernicus, HeinOnline, GESIS, CiteFactor(**IF=1,48**)
- 8) **Adrian Nicolae Cazacu**, *Study of Interactions Within Influence Systems*, Revista Universitară de sociologie, B+, <http://www.sociologiecraiova.ro/revista/>, 2022, vol. XVIII, nr.1, pp.97-109, Craiova, ISSN: 2537-5024, ISSN-L: 1841-6578. Revistă indexată: ERIH-PLUS, DOAJ, EBSCOHost, UlrichsWeb, REPEC, Index Copernicus, HeinOnline, GESIS, CiteFactor(**IF=1,48**)
- 9) **Adrian Nicolae Cazacu**, *Analysis of the Consumer Decisional System Using a Software Application*, Revista Universitară de Sociologie Craiova, B+, <http://www.sociologiecraiova.ro/revista/>, 2020, vol. XVI, nr. 2, pp.331-342, Craiova, ISSN: 2537-5024 ISSN-L: 1841-6578. Revistă indexată: ERIH-PLUS, EBSCOHost, UlrichsWeb, REPEC, Index Copernicus, HeinOnline, GESIS, CiteFactor(**IF=1,48**)
- 10) **Adrian Nicolae Cazacu**, *Systemic Approach of the Consumer Behavior*, Management &Marketing, B+, <https://www.mnmk.ro/documents/2016...-1-16.pdf>, 2016, nr. 1, pp.118-125, Craiova, ISSN 1841 – 2416, ISSN-L 2068 – 9667. Revistă indexată: DOAJ-Directory of Open Access Journals, EBSCO Publishing, Electronic Journals Library, Index Copernicus - Journal Master List, Intute: Social Science, ICAAP - International Consortium for Advancement of Academic Publication, SCIPPIO - Platforma Editorială Română, IDEAS, CEEOL, REPEC

2. Teza de doctorat

T1. Studii de caz privind utilizarea teoriei informației în eMarketing

3. Cărți/cursuri publicate în edituri recunoscute (Cb1, Cb2 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.

Cb1. Strategic Marketing - Note de Curs, Ed. Paideia-C.N.C.S.I.S., București, 2022, ISBN: 978-606-748-655-1, <https://www.paideia.ro/e-book/2585-marketing-strategic-note-de-curs-adrian-nicolae-cazacu-9786067486551.html>

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.

Articole publicate in reviste indexate Web of Science sau publicate în reviste de circulație internațională indexate BDI

Ri1. Adrian Nicolae Cazacu, Nina Cazacu, *Varied Methods for Studying the Influences upon the Consumer Decision*, Revista Universitară de sociologie, B+, <http://www.sociologiecraiova.ro/revista/>, 2024, nr.1, pp.107-120, Year X, Beladi Publishing House, ISSN: 2537-5024, ISSN-L: 1841-6578, Revistă indexată: ERIH-PLUS, DOAJ, EBSCOHost, UlrichsWeb, RePEc, Index Copernicus, HeinOnline, GESIS, CiteFactor(**IF=1,48**)

Ri2. Adrian Nicolae Cazacu, *Japanese Animation Market in Romania*, Revista Universitară de sociologie, B+, <http://www.sociologiecraiova.ro/revista/>, 2023, nr.2, pp.319-331, Year IX, Beladi Publishing House, ISSN: 2537-5024, ISSN-L: 1841-6578, Revistă indexată: ERIH-PLUS, DOAJ, EBSCOHost, UlrichsWeb, RePEc, Index Copernicus, HeinOnline, GESIS, CiteFactor(**IF=1,48**)

Ri3. Adrian Nicolae Cazacu, *Study of The Anime Products Market in Romania by Using the Properties of Time Dependent Systems*, Revista Universitară de sociologie, B+, <http://www.sociologiecraiova.ro/revista/>, 2023, nr.1, pp.240-250, Year IX, Beladi Publishing House, ISSN: 2537-5024, ISSN-L: 1841-6578, Revistă indexată: ERIH-PLUS, DOAJ, EBSCOHost, UlrichsWeb, RePEc, Index Copernicus, HeinOnline, GESIS, CiteFactor(**IF=1,48**)

Ri4. Adrian Nicolae Cazacu, *Consumer Behavior Analysis, Advances and Applications in Statistics*, 2022, Vol. 82, pp.27-42, <http://www.pphmj.com>, <http://dx.doi.org/10.17654/0972361722078>, ISSN Portal: <http://dx.doi.org/10.17654/>, P-ISSN:0972-3617, Revistă indexată: WOS-Emerging Sources Citation Index (ESCI) (Clarivate Analytics: Web of Science)Mendely (Elsevier Database), ProQuest Database (part of Clarivate Analytics: Web of Science), Pablons (Clarivate Analytics: Web of Science), ScienceGate Database, ORES Excellence in Research for Australia (ERA Journal ID: 41719), Australian

Business Deans Council (ABDC), CrossRef DOIs Database, Researcher.Life, The University of Utah Data Repositories - Research Guides, Current Index to Statistics, EBSCOhost Database, Google Scholar Database, Index Copernicus Database, J-Gate Database, ResearchBib, LocumUSA, WorldCat, Electronic Journals Library, Elektronische Zeitschriftenbibliothek (EDB-Number: 2424166-0), Eurasian Scientific Journal Index, RG Journal Impact: 0.05 (ResearchGate), Scilit (Switzerland), Statistical Theory and Method Abstracts, Ulrichsweb Database, **Zentralblatt MATH**, **h10-index: 33; h-index: 16; Impact Factor: 1,44; AIS=0,8**
WOS: 000980479500003

Ri5. Adrian Nicolae Cazacu, *The Cyclicalities of the Consumer Decision Cognitive Model*, **Advances and Applications in Statistics**, 2022, Vol. 80, pp.41-56, <http://www.pphmj.com>,
<http://dx.doi.org/10.17654/0972361722066>, ISSN Portal: <http://dx.doi.org/10.17654/>,
P-ISSN:0972-3617. Revistă indexată: **WOS-Emerging Sources Citation Index (ESCI) (Clarivate Analytics: Web of Science)Mendeley (Elsevier Database), ProQuest Database (part of Clarivate Analytics: Web of Science), Pablons (Clarivate Analytics: Web of Science)**, ScienceGate Database, ORES Excellence in Research for Australia (ERA Journal ID: 41719), Australian Business Deans Council (ABDC), CrossRef DOIs Database, Researcher.Life, The University of Utah Data Repositories - Research Guides, Current Index to Statistics, EBSCOhost Database, Google Scholar Database, Index Copernicus Database, J-Gate Database, ResearchBib, LocumUSA, WorldCat, Electronic Journals Library, Elektronische Zeitschriftenbibliothek (EDB-Number: 2424166-0), Eurasian Scientific Journal Index, RG Journal Impact: 0.05 (ResearchGate), Scilit (Switzerland), Statistical Theory and Method Abstracts, Ulrichsweb Database, **Zentralblatt MATH**, **h10-index: 33; h-index: 16; Impact Factor: 1,44; AIS=0,8**
WOS:000980469600003

Ri6. Adrian Nicolae Cazacu, *Study of Interactions Within Influence Systems*, *Revista Universitară de sociologie*, B+, <http://www.sociologiecraiova.ro/revista/>, 2022, vol. XVIII, nr.1, pp.97-109, Craiova, ISSN: 2537-5024, ISSN-L: 1841-6578. Revistă indexată: ERIH-PLUS, **DOAJ**, **EBSCOHost**, UlrichsWeb, **RePEc**, Index Copernicus, HeinOnline, GESIS, CiteFactor(**IF=1,48**)

Ri7. Adrian Nicolae Cazacu, *Analysis of the Consumer Decisional System Using a Software Application*, *Revista Universitară de Sociologie Craiova*, B+, <http://www.sociologiecraiova.ro/revista/>, 2020, vol. XVI, nr. 2, pp.331-342, Craiova, ISSN: 2537-5024 ISSN-L: 1941-6578. Revistă indexată: ERIH-PLUS, **EBSCOHost**, UlrichsWeb, **RePEc**, Index Copernicus, HeinOnline, GESIS, CiteFactor(**IF=1,48**)

Ri8. Nicolae Mihăiță, Adrian Nicolae Cazacu, *Perception of Adults About the Anime Products in Romania*, *Journal of Marketing Research & Case Studies*, <https://ibimapublishing.com/journals/journal-of-marketing-research-and-case-studies/>, **DOI: 10.5171/2020.623545, ID 623545**, pp. 1-19, ISSN : 2165-7009.Revistă indexată: **EBSCOhost**: Business Source Complete, EBSCOhost: Business Source Corporate Plus, **Cabell's Directory**, **ProQuest**,Ulrich's Periodicals Directory, Media Finder, J-Gate, JournalSeek, Airiti Library, CNKI Scholar, WorldCat

Ri9. Adrian Nicolae Cazacu, *Comic con Romania 2018. Statistical Data*, *Journal of Romanian Literary Studies*, <http://asociatia-alpha.ro/jrls.php?page=Volumes>, 2018, nr. 14, pp.472-479, Arhipelag XXI Press, Tirgu Mures, ISSN : 2248-3004. Revistă indexată: CEEOL, EBSCO-HOST, Global Impact Factor, Google Scholar, Academia.Edu, Researchgate.org

Ri10. Adrian Nicolae Cazacu, *The Informational Contribution of Varied Influences on the Decision in the Anime Culture e-Marketing*, *Management &Marketing*, B+, https://www.mnmk.ro/documents/2018_01/2-1-18.pdf, 2018, nr. 1, pp.30-46, Craiova, ISSN 1841 – 2416, ISSN-L 2068 – 9667. Revistă indexată: **DOAJ**-Directory of Open Access Journals, **EBSCO** Publishing, Electronic Journals Library, Index Copernicus - Journal Masterl List, Intute: Social Science, ICAAP - International Consortium for Advancement of Academic Publication, SCIPIO - Platforma Editorială Română, IDEAS, **CEEOL**, **REPEC**

Ri11. Adrian Nicolae Cazacu, *Statistical Considerations Upon the Results of a Survey Regarding the Anime Culture in Romania*, *Journal of Romanian Literary Studies*, Social Sciences, <http://asociatia-alpha.ro/jrls.php?page=Volumes>, 2018, nr. 13, pp. 450-463, Arhipelag XXI Press, Tirgu Mures, ISSN : 2248-3004. Revistă indexată: CEEOL, Global Impact Factor, Google Scholar, EBSCO-HOST, Academia.edu, Researchgate.org

Ri12. Adrian Nicolae Cazacu, *Systemic Approach of the Consumer Behavior*, *Management &Marketing*, B+, <https://www.mnmk.ro/documents/2016...-1-16.pdf>, 2016, nr. 1, pp.118-125, Craiova, ISSN 1841 – 2416, ISSN-L 2068 – 9667. Revistă indexată: **DOAJ**-Directory of Open Access Journals, EBSCO Publishing, Electronic Journals Library, Index Copernicus - Journal Masterl List, Intute: Social Science, ICAAP - International Consortium for Advancement of Academic Publication, SCIPIO - Platforma Editorială Română, IDEAS, CEEOL, REPEC

Articole/studii in extenso publicate în volumele unor manifestări științifice internaționale recunoscute din țară și din străinătate

Vi1.Nicolae Mihăiță, Adrian Nicolae Cazacu, *Anime - the Animation for All Ages. The Adults Perception About the Anime Related Products*, publicat în IBIMA Proceedings, 34th IBIMA International Conference, Madrid, 14 Noiembrie 2019, pp.617-634. **Volum indexat: Web of Science; Conference Proceedings**, SCOPUS, Engineering Village, ISBN: 978-0-9998551-3-3.
WOS:000556337401022, Business & Economics. **Cr 16**

Vi2. Nicolae Mihăiță, Adrian Nicolae Cazacu, *The Perception Influences in the Anime Culture World. Implications on the Anime Products Market*, publicat în IBIMA Proceedings, 32nd IBIMA International Conference, Seville, 14 Noiembrie 2018, pp. 436-453.

Spania. **Volum indexat:** [Web of Science: Conference Proceedings](#), SCOPUS, Engineering Village, Elsevier, Clarivate, SJR, CORE, indexed EBSCO, CSA, INTERDOK, Thomson Scientific, The [Thomson Reuters ISI Index to Social Sciences & Humanities Proceedings®](#) (ISSHP®), ISBN: 978-0-9998551-1-9. [WOS:000508553200036](#), Business & Economics. **Cr 13**

Vi3. Adrian Nicolae Cazacu, *A New Methodological Approach Regarding the Research upon the Anime Cultural Presence in Romania*, publicat în Proceedings of International Conference Globalization, Intercultural Dialogue and National Identity, Tîrgu-Mureș, 2017, Vol 4, Debating Globalization. [Nation and Dialog](#), pp.300-311. **Volum indexat:** Conference Proceedings Citation Index-Social Science & Humanitas(CPCI-SSH), [Web of Science: Conference Proceedings](#), ISBN: 978-606-8624-01-3. [WOS:000449395800036](#), **CitedR 6**

Vi4. Adrian Nicolae Cazacu, *Quantitative Research on the Anime Culture Products Presence in the Romanian Market*, publicat în volumul Conferinței internaționale Marketing and Business Development, a 4-a ediție, *MDB Journal*, Vol II, Nr. 2, București, 2016, ISSN/ISSN-L: 2344-5130, volum indexat: Index Copernicus, REPEC, EconPapers, IDEAS, CABELL's Directories, Scribd, Microsoft Academic Search and Google Scholar, <http://www.mbd.ase.ro/journal>

Vi5. Adrian Nicolae Cazacu, *A New Approach from the Information Theory Perspective of the Anime Culture Presence in Romania*, publicat în Proceedings of the 5th International Scientific Conference **Literature, Discourses and the Power of Multicultural Dialogue**, 2018, Vol. 5, pp. 289-299, Tîrgu Mureș, ISBN: 978-606-8624-12-9, <http://asociatia-alpha.ro/conf.php?conf=ldmd&vol=05-2017>

Vi6. Adrian Nicolae Cazacu, *Researches Regarding the Anime Culture's eMarket Presence in Romania. Retrospective Overview*, publicat în Proceedings of International Conference **Globalization, Intercultural Dialogue and National Identity, Mediating Globalization: Identities in Dialogue**, 2018, Vol 5, pp.346-358, Tîrgu-Mureș, ISBN: 978-606-93692-8-9, <http://asociatia-alpha.ro/conf.php?conf=gidni&vol=05-2018>

Vi7. Adrian Nicolae Cazacu *Modelling the Influences of the Anime Culture upon the Romanian Consumer Behavior*, publicat în: Proceedings of the 4th International Conference **Communication, Context, Interdisciplinarity, Convergent discourses. Exploring the context of communication, Social Sciences**, 2016, Vol.4, pp. 198-206, Arhipelag XXI Press, Tîrgu Mureș, ISBN 978-606-8624-17-4

Vi8. Adrian Nicolae Cazacu, *Research Regarding the Presence of the Anime Culture's Products on the Romanian Market and their Impact Upon the Consumer Behavior*, publicat în Proceedings of the International Conference **Globalization, Intercultural Dialogue and National Identity, Social Sciences**, 2016, Vol 3, pp. 286-297, Tîrgu-Mureș, ISBN 978-606-8624-03-7, <http://asociatia-alpha.ro/conf.php?conf=gidni&vol=03-2016>

4. Alte articole, publicate în reviste din țară sau străinătate, indexate în alte baze de date internaționale

Adrian Nicolae Cazacu, *The Presence of the Anime Culture Market in Romania and the Influence of its Products upon the Entertainment Consumer Decision*, *Journal of Romanian Literary Studies*, 2024, nr.38, pp.474-479, Tîrgu Mureș: Arhipelag XXI Press, ISSN: 2248-3004, revistă indexată: CEEOL, ERIH Plus

Adrian Nicolae Cazacu, *Study of Factors that Influence the Decision to Buy Anime Related Products Using a New Method of Analysis*, *Journal of Romanian Literary Studies*, <http://asociatia-alpha.ro/jrls.php?page=Volumes>, 2021, nr.25, pp.677-689, Arhipelag XXI Press, Tîrgu-Mureș, ISSN : 2248-3004. Revistă indexată: ERIH-PLUS

Adrian Nicolae Cazacu, *The Online Market of Anime Related Products in Romania*, *Journal of Romanian Literary Studies*, <http://asociatia-alpha.ro/jrls.php?page=Volumes>, 2020, nr. 20, pp. 680-686, Arhipelag XXI Press, Tîrgu-Mureș, ISBN:978-606-8624-00-6, ISSN: 2248-3004. Revistă indexată: ERIH-PLUS

Adrian Nicolae Cazacu, *The Anime Culture's Market from Romania in the Threshold of a New Decade*, *Journal of Romanian Literary Studies*, <http://asociatia-alpha.ro/jrls.php?page=Volumes>, 2019, nr. 18, pp. 1120-1127, Arhipelag XXI Press, Tîrgu-Mureș, ISSN: 2248-3004. Revistă indexată: ERIH-PLUS

Adrian Nicolae Cazacu, *Statistical Researches Regarding the Consumer of Anime Culture Products In Romania*, *Journal of Romanian Literary Studies*, <http://asociatia-alpha.ro/jrls.php?page=Volumes>, 2019, nr.16, pp.1199-1207, Arhipelag XXI Press, Tîrgu-Mureș, ISSN: 2248-3004. Revistă indexată: ERIH-PLUS

Adrian Nicolae Cazacu, *The Impact of the Qualities of Anime Culture on the Entertainment Consumer in Romania*, *International Journal of New Technology and Research*, www.ijntr.org, 2019, vol. 5, nr. 11, pp.36-38, ISSN: 2454-4116. Revistă indexată: WorldCat Database, ICI Journal Master List, Neliti, PBN, Google Scholar, Sparc, Copernicus, getCITED, Scirus, Endnote Thomson Reuters, Academia, Crossref. **IF=3,953**

Adrian Nicolae Cazacu, *Study of the Endogenous Influences System in the Consumer's Decision*, *International Journal of New Technology and Research*, www.ijntr.org, 2019, vol. 5, nr. 6, pp.54-58, ISSN: 2454-4116. Revistă indexată: WorldCat Database, ICI Journal Master List, Neliti, PBN, Google Scholar, Sparc, Copernicus, getCITED, Scirus, Endnote Thomson Reuters, Academia, Crossref. **IF=3,953**

Adrian Nicolae Cazacu, *The Importance of Communication in the Anime Culture's E-Marketing. Case Study*, Journal of Romanian Literary Studies, 2018, nr.15, pp.677-689, <http://asociatia-alpha.ro/jrnl.php?page=Volumes> Arhipelag XXI Press, Tirgu-Mures, ISSN: 2248-3004. Revistă indexată: ERIHPLUS, CEEOL

Adrian Nicolae Cazacu, *Influence of the Anime Culture Upon the Game Industry*, Journal of Romanian Literary Studies, Social Sciences, <http://asociatia-alpha.ro/jrnl.php?page=Volumes> 2017, nr. 10, pp. 453-456, Arhipelag XXI Press, Tirgu Mures, ISSN : 2248-3004. Revistă indexată: EBSCO-HOST, Global Impact Factor, Academia.edu, Researchgate.org

Adrian Nicolae Cazacu, *Influence of the Anime Culture Upon the Film Industry*, Journal of Romanian Literary Studies, Social Sciences, <http://asociatia-alpha.ro/jrnl.php?page=Volumes> 2017, nr. 10, pp. 449-452, Arhipelag XXI Press, Tirgu Mures, ISSN : 2248-3004. Revistă indexată: EBSCO-HOST, Global Impact Factor, Academia.edu, Researchgate.org

Adrian Nicolae Cazacu, *Landmarks of the Anime Culture in Romanian Literature*, Journal of Romanian Literary Studies, Social Sciences, <http://asociatia-alpha.ro/jrnl.php?page=Volumes>, 2017, nr. 10, pp.403-406, Arhipelag XXI Press, Tirgu Mures, ISSN : 2248-3004. Revistă indexată: EBSCO-HOST, Global Impact Factor, Academia.edu, Researchgate.org

Adrian Nicolae Cazacu, *Anime Culture in Romania – Environment to Promote Manga Comics*, Journal of Romanian Literary Studies, Social Sciences, <http://asociatia-alpha.ro/jrnl.php?page=Volumes>, 2016, nr. 8, pp. 540-545, Arhipelag XXI Press, Tirgu Mures, ISSN : 2248-3004. Revistă indexată: CEEOL, Global Impact Factor and Google Scholar

Adrian Nicolae Cazacu, Eliza Nicorescu, *The Influence of the Anime Culture on the Consumer Behavior*, Revista Universitară de sociologie, <http://www.sociologiecraiova.ro/revista/>, 2015, vol. 11, nr.2, pp.26-34, Craiova, ISSN: 1841-6578. Revistă indexată: WorldCat Genamics JournalSeek, Wissenschaftszentrum Berlin für Sozialforschung, NewJour-Georgetown Library, GIGA German Institute of Global and Area Studies -Information Centre, Hamburg, Index Copernicus, GESIS