

Concurs pentru ocuparea postului de asistent, poz. 88,  
Facultatea de Marketing,  
Departamentul de Marketing,  
Disciplinele: Marketing, Marketing (engleză), Logistică, Logistică (engleză)  
Domeniul: Marketing  
post publicat în Monitorul Oficial al României nr. 97 din 23.04.2026

**Fișa de verificare a îndeplinirii standardelor pentru  
ocuparea postului de ASISTENT UNIVERSITAR**  
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23.04.2026

Candidat: ROȘCA LAURA-DANIELA - **Dr.**/din 2011, cadru didactic asociat/din 2012  
(NUME, inițială și prenume) (anul) (Titlul didactic/echiv.) (anul)

**1. Studiile universitare de licență**

Nr.crt.	Instituția de învățământ superior și facultatea absolvită	Domeniul	Perioada	Titlul acordat
1.	Universitatea Romno-Americană, Informatică-Managerială (diplomă de licență eliberată de Academia de Studii Economice din București)	Informatică-Economică	1997-2001	Economist licențiat

**2. Studiile universitare de masterat**

Nr.crt.	Instituția de învățământ superior și programul de masterat absolvit	Domeniul	Perioada	Titlul acordat
1.	Academia de Studii Economice – Marketing și Comunicare în Afaceri	Marketing	2007-2009	Master

**3. Studiile de doctorat**

Nr.crt.	Instituția organizatoare de doctorat	Domeniul	Perioada	Titlul științific acordat
1.	Academia de Studii Economice	Marketing	2009-2011	Doctor

**4. Stagii și burse doctorale (stagii de cel puțin 6 luni)**

Nr.crt.	Țara / instituția	Domeniul	Perioada	Tipul de bursă
1.	-	-	-	-

**5. Grade didactice / profesionale**

Nr.crt.	Instituția	Domeniul	Perioada	Titlul / postul didactic sau gradul profesional
1.	Universitatea Româno-Americană, Facultatea de Management-Marketing	Marketing	2021-prezent	Asistent Universitar

**6. Îndeplinirea obligatorie, în conformitate cu Anexa 1 la Metodologia de concurs, a cerințelor pentru obținerea calificativului FOARTE BINE.**

Nr crt	Criteriu	Punctaj
1	Cel puțin un articol publicat într-o revistă indexată ISI (a se vedea observațiile 1, 2 și 3 din Tabelul nr. 5) sau într-o revistă indexată în Web of Science (Clarivate) în cadrul ESCI (Emerging Sources Citation	<b>38,017</b>

	Index) sau AHCI (Art and Humanities Citation Index), cu luarea în considerare a observației 3 din Tabelul nr. 5	
2	Cel puțin trei articole publicate în reviste indexate în minim două baze de date internaționale*,**	15,250
3	Cel puțin o lucrare publicată în volumul unei conferințe naționale sau internaționale, indexat ISI Proceedings***	8,000
	<b>TOTAL</b>	<b>61,267</b>

### 7. Realizări profesional-științifice

Nr crt	Criteriu	Punctaj
<b>Cel puțin un articol publicat într-o revistă indexată ISI (a se vedea observațiile 1, 2 și 3 din Tabelul nr. 5) sau într-o revistă indexată în Web of Science (Clarivate) în cadrul ESCI (Emerging Sources Citation Index) sau AHCI (Art and Humanities Citation Index), cu luarea în considerare a observației 3 din Tabelul nr. 5</b>		
1	Negricea, C.-I., Coculescu, C., Iordache, A. M. M., <b>Roșca, L. D.</b> , & Smedescu, A. D. (2026). Evaluation Model for Determining the Level of E-Commerce Development in Romania Within the European Context, Using Advanced Data Mining and Artificial Intelligence (AI) Techniques. <i>Journal of Theoretical and Applied Electronic Commerce Research</i> , 21(4), 115. <a href="https://doi.org/10.3390/jtaer21040115">https://doi.org/10.3390/jtaer21040115</a> (WOS:001749804400001)	$(8 \times 0,697 \times 10) / 5 = 11,152$
2	Gârdan, I. P., Roșca, M. I., Gârdan, D. A., Andronie, M., <b>Roșca, L. D.</b> , & Paștiu, C. A. (2025). Adoption of 3D-Printed Food in Romania: Price Perception as a Key Determinant of Consumer Acceptance. <i>Foods</i> , 14(24), 4306. <a href="https://doi.org/10.3390/foods14244306">https://doi.org/10.3390/foods14244306</a> (WOS:001647322400001)	$(8 \times 0,745 \times 6) / 6 = 5,960$
3	Stoica, M., Roșca, M. I., <b>Roșca, L. D.</b> , & Popescu, I. C. (2025). External Drivers of Dominant Green Positioning for Organic Food Brands: Evidence from an Emerging Market. <i>Sustainability</i> , 17(19), 8589. <a href="https://doi.org/10.3390/su17198589">https://doi.org/10.3390/su17198589</a> (WOS:001593900000001)	$(8 \times 0,538 \times 6) / 4 = 6,456$
4	Madan, A., <b>Rosca, L. D.</b> , Dumitru, I., & Canda, A. (2022). The Value of Art in Persuasive Marketing Communication and Its Sustainable Effect on the Country of Origin. <i>Sustainability</i> , 14(3), 1228. <a href="https://doi.org/10.3390/su14031228">https://doi.org/10.3390/su14031228</a> (WOS:000756475100001)	$(8 \times 0,538 \times 6) / 4 = 6,456$
5	Stancu, Alin; Filip, Alina; Roșca, Mihai I.; Ioniță, Daniela; Căplescu, Raluca; Cânda, Andrei; <b>Roșca, Laura D.</b> 2020. "Value Creation Attributes—Clustering Strategic Options for Romanian SMEs" <i>Sustainability</i> 12, no. 17: 7007. <a href="https://doi.org/10.3390/su12177007">https://doi.org/10.3390/su12177007</a> (WOS:000571043200001)	$(8 \times 0,538 \times 6) / 7 = 3,689$
6	Constantinescu, Mihaela; Orindaru, Andreea; Pachitanu, Andreea; <b>Rosca, Laura</b> ; Caescu, Stefan-Claudiu; Orzan, Mihai C. 2019. "Attitude Evaluation on Using the Neuromarketing Approach in Social Media: Matching Company's Purposes and Consumer's Benefits for Sustainable Business Growth" <i>Sustainability</i> 11, no. 24: 7094. <a href="https://doi.org/10.3390/su11247094">https://doi.org/10.3390/su11247094</a> (WOS:000506899000197)	$(8 \times 0,538 \times 6) / 6 = 4,304$
<b>Cel puțin trei articole publicate în reviste indexate în minim două baze de date internaționale*,**</b>		
1	CRUCEANĂ, M. A., CONSTANTINESCU, M., & <b>ROȘCA, L. D.</b> (2024). Navigating Consumer Minds: A Neuromarketing Perspective on Employer Branding in the IT Industry using Eye-Tracking. <i>The Bucharest University of Economic Studies Publishing House</i> , 53. <a href="https://www.etimm.ase.ro/journal/JETIMM_V01_I4_2024.pdf#page=53">https://www.etimm.ase.ro/journal/JETIMM_V01_I4_2024.pdf#page=53</a> , <a href="https://econpapers.repec.org/article/aesjetimm/v_3a1_3ay_3a2024_3ai_3a4_3ap_3a53-63.htm">https://econpapers.repec.org/article/aesjetimm/v_3a1_3ay_3a2024_3ai_3a4_3ap_3a53-63.htm</a> <a href="https://ideas.repec.org/a/aes/jetimm/v1y2024i4p53-63.html">https://ideas.repec.org/a/aes/jetimm/v1y2024i4p53-63.html</a> (Journal of Emerging Trends in Marketing and Management <a href="https://www.etimm.ase.ro/?page_id=202">https://www.etimm.ase.ro/?page_id=202</a> , ISSN 2537-5865 is sent every year for approval of inclusion in the <a href="#">Clarivate Analytics – Thomson Reuters Web of Science™ Core Collection database</a> . The journal is currently indexed in the following international databases <a href="#">DOAJ</a> , <a href="#">EBSCO</a> , <a href="#">Google Scholar</a> , <a href="#">Index Copernicus</a> , <a href="#">RePEc (EconPapers &amp; IDEAS)</a> and the full text is freely accessible in electronic format, on the journal's website <a href="http://www.etimm.ase.ro">www.etimm.ase.ro</a> . Moreover, the journal is pending for indexation in <a href="#">EconLit</a> and <a href="#">SCOPUS</a> databases.)	3/3 = <b>1</b>
2	<b>ROȘCA, L. D.</b> , & CURIC, I. (2024). Sustainable Fashion Consumer Behavior—a Qualitative Research on the Romanian Market. <i>The Bucharest University of Economic Studies Publishing House</i> , 29. <a href="https://www.etimm.ase.ro/journal/JETIMM_V01_I1_2024.pdf#page=29">https://www.etimm.ase.ro/journal/JETIMM_V01_I1_2024.pdf#page=29</a> <a href="https://ideas.repec.org/a/aes/jetimm/v1y2024i1p29-39.html">https://ideas.repec.org/a/aes/jetimm/v1y2024i1p29-39.html</a> <a href="https://doaj.org/article/5a35b314c6684f11a9ad3db3a94745c0">https://doaj.org/article/5a35b314c6684f11a9ad3db3a94745c0</a> (Journal of Emerging Trends in Marketing and Management <a href="https://www.etimm.ase.ro/?page_id=202">https://www.etimm.ase.ro/?page_id=202</a> , ISSN 2537-5865 is sent every year for approval of	3/2 = <b>1,5</b>

	inclusion in the <a href="#">Clarivate Analytics – Thomson Reuters Web of Science™ Core Collection database</a> . The journal is currently indexed in the following international databases <a href="#">DOAJ</a> , <a href="#">EBSCO</a> , <a href="#">Google Scholar</a> , <a href="#">Index Copernicus</a> , <a href="#">RePEc (EconPapers &amp; IDEAS)</a> and the full text is freely accessible in electronic format, on the journal's website <a href="#">www.etimm.ase.ro</a> . Moreover, the journal is pending for indexation in <a href="#">EconLit</a> and <a href="#">SCOPUS</a> databases)	
3	Acatrinei, C., <b>Roșca, L. D.</b> , Secară, O. M., & Năstase, T. A. (2023). Investigating Stakeholder Requirements for Designing an Effective Online Research Community Platform. <i>Journal of Emerging Trends in Marketing and Management</i> , 1(1), 17-25. <a href="https://www.etimm.ase.ro/journal/JETIMM_V01_I1_2023.pdf#page=17">https://www.etimm.ase.ro/journal/JETIMM_V01_I1_2023.pdf#page=17</a> <a href="https://doaj.org/article/1b68c5ddb14541a8978d3958e2a4aa17">https://doaj.org/article/1b68c5ddb14541a8978d3958e2a4aa17</a> <a href="https://EconPapers.repec.org/RePEc:aes:jetimm:v:1:y:2023:i:1:p:17-25">https://EconPapers.repec.org/RePEc:aes:jetimm:v:1:y:2023:i:1:p:17-25</a> (Journal of Emerging Trends in Marketing and Management <a href="https://www.etimm.ase.ro/?page_id=202">https://www.etimm.ase.ro/?page_id=202</a> , ISSN 2537-5865 is sent every year for approval of inclusion in the <a href="#">Clarivate Analytics – Thomson Reuters Web of Science™ Core Collection database</a> . The journal is currently indexed in the following international databases <a href="#">DOAJ</a> , <a href="#">EBSCO</a> , <a href="#">Google Scholar</a> , <a href="#">Index Copernicus</a> , <a href="#">RePEc (EconPapers &amp; IDEAS)</a> and the full text is freely accessible in electronic format, on the journal's website <a href="#">www.etimm.ase.ro</a> . Moreover, the journal is pending for indexation in <a href="#">EconLit</a> and <a href="#">SCOPUS</a> databases.)	3 / 4 = <b>0,75</b>
4	<b>Roșca (Tănase), Laura Daniela</b> , (2020), Transformation in Consumer Behaviours and Attitudes Toward Services in Romania, <i>Journal of Emerging Trends in Marketing and Management</i> , 1, issue 1, p. 327-342, <a href="https://www.etimm.ase.ro/RePEc/aes/jetimm/2020/ETIMM_V01_2020_83.pdf">https://www.etimm.ase.ro/RePEc/aes/jetimm/2020/ETIMM_V01_2020_83.pdf</a> <a href="https://EconPapers.repec.org/RePEc:aes:jetimm:v:1:y:2020:i:1:p:327-342">https://EconPapers.repec.org/RePEc:aes:jetimm:v:1:y:2020:i:1:p:327-342</a> . <a href="https://ideas.repec.org/a/aes/jetimm/v1y2020i1p327-342.html">https://ideas.repec.org/a/aes/jetimm/v1y2020i1p327-342.html</a> <a href="https://doaj.org/article/c64723a3063349c58f51b7a03025c337">https://doaj.org/article/c64723a3063349c58f51b7a03025c337</a> (Journal of Emerging Trends in Marketing and Management <a href="https://www.etimm.ase.ro/?page_id=202">https://www.etimm.ase.ro/?page_id=202</a> , ISSN 2537-5865 is sent every year for approval of inclusion in the <a href="#">Clarivate Analytics – Thomson Reuters Web of Science™ Core Collection database</a> . The journal is currently indexed in the following international databases <a href="#">DOAJ</a> , <a href="#">EBSCO</a> , <a href="#">Google Scholar</a> , <a href="#">Index Copernicus</a> , <a href="#">RePEc (EconPapers &amp; IDEAS)</a> and the full text is freely accessible in electronic format, on the journal's website <a href="#">www.etimm.ase.ro</a> . Moreover, the journal is pending for indexation in <a href="#">EconLit</a> and <a href="#">SCOPUS</a> databases.)	3/1= <b>3</b>
5	Chiriac, Cristiana and <b>Roșca, Laura Daniela</b> , (2019), Automotive Industry Video-Commercials A Pluralistic Research Based on an Eye-Tracking Experiment, <i>Journal of Emerging Trends in Marketing and Management</i> , 1, issue 1, p. 327-336, <a href="https://www.etimm.ase.ro/RePEc/aes/jetimm/2019/ETIMM_V01_2019_114.pdf">https://www.etimm.ase.ro/RePEc/aes/jetimm/2019/ETIMM_V01_2019_114.pdf</a> <a href="https://doaj.org/article/201162b485084cd1a6919488cc48f792">https://doaj.org/article/201162b485084cd1a6919488cc48f792</a> <a href="https://EconPapers.repec.org/RePEc:aes:jetimm:v:1:y:2019:i:1:p:327-336">https://EconPapers.repec.org/RePEc:aes:jetimm:v:1:y:2019:i:1:p:327-336</a> (Journal of Emerging Trends in Marketing and Management <a href="https://www.etimm.ase.ro/?page_id=202">https://www.etimm.ase.ro/?page_id=202</a> , ISSN 2537-5865 is sent every year for approval of inclusion in the <a href="#">Clarivate Analytics – Thomson Reuters Web of Science™ Core Collection database</a> . The journal is currently indexed in the following international databases <a href="#">DOAJ</a> , <a href="#">EBSCO</a> , <a href="#">Google Scholar</a> , <a href="#">Index Copernicus</a> , <a href="#">RePEc (EconPapers &amp; IDEAS)</a> and the full text is freely accessible in electronic format, on the journal's website <a href="#">www.etimm.ase.ro</a> . Moreover, the journal is pending for indexation in <a href="#">EconLit</a> and <a href="#">SCOPUS</a> databases.)	3/2 = <b>1,5</b>
6	<b>Roșca (Tănase), Laura Daniela</b> , Constantinescu, Mihaela, Căescu, Ștefan-Claudiu and Orzan, Mihai-Cristian, (2019), Assessing the applicability of neuromarketing tools in online social networks from a business perspective, <i>Journal of Emerging Trends in Marketing and Management</i> , 1, issue 1, p. 350-356, <a href="https://www.etimm.ase.ro/RePEc/aes/jetimm/2019/ETIMM_V01_2019_118.pdf">https://www.etimm.ase.ro/RePEc/aes/jetimm/2019/ETIMM_V01_2019_118.pdf</a> <a href="https://doaj.org/article/e81e2367daa94712bf01de6e7ec6fd75">https://doaj.org/article/e81e2367daa94712bf01de6e7ec6fd75</a> <a href="https://EconPapers.repec.org/RePEc:aes:jetimm:v:1:y:2019:i:1:p:350-356">https://EconPapers.repec.org/RePEc:aes:jetimm:v:1:y:2019:i:1:p:350-356</a> . (Journal of Emerging Trends in Marketing and Management <a href="https://www.etimm.ase.ro/?page_id=202">https://www.etimm.ase.ro/?page_id=202</a> , ISSN 2537-5865 is sent every year for approval of inclusion in the <a href="#">Clarivate Analytics – Thomson Reuters Web of Science™ Core Collection database</a> . The journal is currently indexed in the following international databases <a href="#">DOAJ</a> , <a href="#">EBSCO</a> , <a href="#">Google Scholar</a> , <a href="#">Index Copernicus</a> , <a href="#">RePEc (EconPapers &amp; IDEAS)</a> and the full text is freely accessible in electronic format, on the journal's website <a href="#">www.etimm.ase.ro</a> . Moreover, the journal is pending for indexation in <a href="#">EconLit</a> and <a href="#">SCOPUS</a> databases.)	3/4= <b>0,75</b>
7	Rosca, Mihai Ioan and <b>Tănase, Laura Daniela</b> , (2017), "Profile Evolution Analysis of the Persons with a Healthy Lifestyle", <i>Journal of Emerging Trends in Marketing and Management</i> , 1, issue 1, p. 152-163,	3/2= <b>1,5</b>

	<p><a href="https://www.etimm.ase.ro/RePEc/aes/jetimm/2017/ETIMM_V01_2017_122.pdf">https://www.etimm.ase.ro/RePEc/aes/jetimm/2017/ETIMM_V01_2017_122.pdf</a>  <a href="https://EconPapers.repec.org/RePEc:aes:jetimm:v:1:y:2017:i:1:p:152-163">https://EconPapers.repec.org/RePEc:aes:jetimm:v:1:y:2017:i:1:p:152-163.</a>  <a href="https://doaj.org/article/71e4e157c0ca48db8da7c32df0830779">https://doaj.org/article/71e4e157c0ca48db8da7c32df0830779</a></p> <p>(Journal of Emerging Trends in Marketing and Management <a href="https://www.etimm.ase.ro/?page_id=202">https://www.etimm.ase.ro/?page_id=202</a> , ISSN 2537-5865 is sent every year for approval of inclusion in the <a href="#">Clarivate Analytics – Thomson Reuters Web of Science™ Core Collection database</a>. The journal is currently indexed in the following international databases <a href="#">DOAJ</a>, <a href="#">EBSCO</a>, <a href="#">Google Scholar</a>, <a href="#">Index Copernicus</a>, <a href="#">RePEc (EconPapers &amp; IDEAS)</a> and the full text is freely accessible in electronic format, on the journal's website <a href="http://www.etimm.ase.ro">www.etimm.ase.ro</a>. Moreover, the journal is pending for indexation in <a href="#">EconLit</a> and <a href="#">SCOPUS</a> databases.)</p>	
8	<p>Negricea, Costel, <b>Laura Roșca</b>, and Tudor Edu. "Consumer Behaviour Perspectives On Different ECALL Products Installed On Various Car Brands In The Context Of A European Harmonised ECALL Service Implementation." <i>Research and Science Today</i>, September 1, 2017, 118–25. <a href="https://www.rstjournal.com/article/c5ea0dc0-0e8e-4eae-816c-9964f8d37ad9">https://www.rstjournal.com/article/c5ea0dc0-0e8e-4eae-816c-9964f8d37ad9</a>  Indexat in : <a href="https://www.rstjournal.com/pages/indexing-and-archiving">https://www.rstjournal.com/pages/indexing-and-archiving</a>  (The journal is currently indexed in the following international databases <a href="#">DOAJ</a>, <a href="#">EBSCO</a>, <a href="#">Google Scholar</a>, <a href="#">Index Copernicus</a>, <a href="#">ProQuest</a>, etc.)</p>	3/3= <b>1</b>
9	<p><b>Tanase, L. D.</b>, Roșca, M. I., &amp; Jurcoane, A. (2012). THE PERCEPTION ON ECOLOGICAL PRODUCTS-A RESEARCH ON THE URBAN CONSUMER. <i>Annals of the University of Oradea, Economic Science Series</i>, 21(1). <a href="https://research.ebsco.com/c/y3dd7q/search/details/zjapsazj7r?request-context=plink&amp;db=bsu">https://research.ebsco.com/c/y3dd7q/search/details/zjapsazj7r?request-context=plink&amp;db=bsu</a>  <a href="https://doaj.org/article/26823ad5ee9f4455b8e3acebfcd948f5">https://doaj.org/article/26823ad5ee9f4455b8e3acebfcd948f5</a>  <a href="https://econpapers.repec.org/article/orajournl/v_3a1_3ay_3a2012_3ai_3a1_3ap_3a1215-1220.htm">https://econpapers.repec.org/article/orajournl/v_3a1_3ay_3a2012_3ai_3a1_3ap_3a1215-1220.htm</a> (Indexare revista: <a href="https://anale.steonomiceuoradea.ro/en/">https://anale.steonomiceuoradea.ro/en/</a>, the Journal is indexed in the following international data bases: <a href="#">ERIH PLUS</a>; <a href="#">RePEc</a>; <a href="#">DOAJ</a>; <a href="#">EBSCO</a> – indexed in <a href="#">Business Source Complete</a> and <a href="#">Business Source Corporate Plus</a>; <a href="#">SCPIO</a>; <a href="#">CABELL'S DIRECTORY OF PUBLISHING OPPORTUNITIES</a>)</p>	3/3= <b>1</b>
10	<p>Roșca, M. I., <b>Tanase, L. D.</b>, &amp; Morar, M. G. (2012). SMALL FARMERS FROM RURAL AREAS ATTITUDE ON ORGANIC FOOD. <i>Annals of the University of Oradea, Economic Science Series</i>, 21(1). <a href="http://anale.steonomiceuoradea.ro/volume/2012/n1/178.pdf">http://anale.steonomiceuoradea.ro/volume/2012/n1/178.pdf</a>  <a href="https://doaj.org/article/0d5f64f4278c4dae95be73ad53b8794e">https://doaj.org/article/0d5f64f4278c4dae95be73ad53b8794e</a>  <a href="https://research.ebsco.com/c/y3dd7q/search/details/pgbvuwci2r?db=bsu&amp;limiters=None&amp;q=%20SMALL%20FARMERS%20FROM%20RURAL%20AREAS%20ATTITUDE%20ON%20ORGANIC%20FOOD&amp;searchMode=boolean">https://research.ebsco.com/c/y3dd7q/search/details/pgbvuwci2r?db=bsu&amp;limiters=None&amp;q=%20SMALL%20FARMERS%20FROM%20RURAL%20AREAS%20ATTITUDE%20ON%20ORGANIC%20FOOD&amp;searchMode=boolean</a> (Indexare revista: <a href="https://anale.steonomiceuoradea.ro/en/">https://anale.steonomiceuoradea.ro/en/</a>, the Journal is indexed in the following international data bases: <a href="#">ERIH PLUS</a>; <a href="#">RePEc</a>; <a href="#">DOAJ</a>; <a href="#">EBSCO</a> – indexed in <a href="#">Business Source Complete</a> and <a href="#">Business Source Corporate Plus</a>; <a href="#">SCPIO</a>; <a href="#">CABELL'S DIRECTORY OF PUBLISHING OPPORTUNITIES</a>)</p>	3/3= <b>1</b>
11	<p><b>Tanase, L. D.</b> (2011). THE SAVING AND INVESTING CONSUMER BEHAVIOR ANALYSES ON THE ROMANIAN FINANCIAL MARKET. <i>Annals of the University of Oradea, Economic Science Series</i>, 20(2). <a href="https://anale.steonomiceuoradea.ro/volume/2011/n2/116.pdf">https://anale.steonomiceuoradea.ro/volume/2011/n2/116.pdf</a>  <a href="https://doaj.org/article/cb3e5f07cd704403b295220fb4bfa975">https://doaj.org/article/cb3e5f07cd704403b295220fb4bfa975</a>  <a href="https://research.ebsco.com/c/y3dd7q/search/details/nhf4dix3z5?db=bsu&amp;limiters=None&amp;q=THE%20SAVING%20AND%20INVESTING%20CONSUMER%20BEHAVIOR%20ANALYSES%20ON%20THE%20ROMANIAN%20FINANCIAL%20MARKET&amp;searchMode=boolean">https://research.ebsco.com/c/y3dd7q/search/details/nhf4dix3z5?db=bsu&amp;limiters=None&amp;q=THE%20SAVING%20AND%20INVESTING%20CONSUMER%20BEHAVIOR%20ANALYSES%20ON%20THE%20ROMANIAN%20FINANCIAL%20MARKET&amp;searchMode=boolean</a>  (Indexare revista: <a href="https://anale.steonomiceuoradea.ro/en/">https://anale.steonomiceuoradea.ro/en/</a>, the Journal is indexed in the following international data bases: <a href="#">ERIH PLUS</a>; <a href="#">RePEc</a>; <a href="#">DOAJ</a>; <a href="#">EBSCO</a> – indexed in <a href="#">Business Source Complete</a> and <a href="#">Business Source Corporate Plus</a>; <a href="#">SCPIO</a>; <a href="#">CABELL'S DIRECTORY OF PUBLISHING OPPORTUNITIES</a>)</p>	3/1= <b>3</b>
<b>Cel puțin o lucrare publicată în volumul unei conferințe naționale sau internaționale, indexat ISI Proceedings***</b>		
1	<p>Rosca, M. and <b>Tanase, L.</b> (2013) "Three Segmentation Methods Of Organic Products Consumers - Romania Case Study," In D. Vrontis Et Al. (Eds.). 5th Annual Euromed Conference Of The Euromed Academy Of Business: Building New Business Models For Success Through Competitiveness And Responsibility, Pp. 1845–1848. <a href="https://www.webofscience.com/wos/woscc/full-record/WOS:000320606900187">https://www.webofscience.com/wos/woscc/full-record/WOS:000320606900187</a>  WOS:000320606900187</p>	3/2= <b>1,5</b>
2	<p>Rosca, M. and <b>Tanase, L.</b> (2012) "A Psychographic Analysis Of The Organic Product Buyers," In C. Bratianu Et Al. (Eds.). Business Excellence Challenges During The Economic Crisis, Vol 2, Pp. 164+. <a href="https://www.webofscience.com/wos/woscc/full-record/WOS:000317437100033">https://www.webofscience.com/wos/woscc/full-record/WOS:000317437100033</a>,  WOS:000317437100033</p>	3/2 = <b>1,5</b>

3	<b>Tanase, L.</b> and Boboc, S. (2011) “ <i>Main Demographic Characteristics Influencing Consumer Behavior On Emerging Financial Markets,</i> ” In D. Vrontis Et Al. (Eds.). 4th Annual Euromed Conference Of The Euromed Academy Of Business: Business Research Challenges In A Turbulent Era, Pp. 2230–2232. <a href="https://www.webofscience.com/wos/woscc/full-record/WOS:000302400100180">https://www.webofscience.com/wos/woscc/full-record/WOS:000302400100180</a> WOS:000302400100180	3/2 = <b>1,5</b>
4	<b>Tanase Rosca, L.,</b> Tatu, I. and Boboc, Ş. (2011) “ <i>The Concepts Of Saving And Investing - What The Romanian Consumer Knows About,</i> ” In C. Rusu (Ed.). Management Of Technological Changes, Book 1, Pp. 213–216. <a href="https://www.webofscience.com/wos/woscc/full-record/WOS:000306939900054">https://www.webofscience.com/wos/woscc/full-record/WOS:000306939900054</a> WOS:000306939900054	3/3= <b>1</b>
5	Popescu, IC ; Vrânceanu, D; Tatu, CI; <b>Tanase, LD;</b> (2011) “ <i>Promotional Communication Skills Used By Romanian Companies,</i> ” In C. Bratianu Et Al. (Eds.). Proceedings Of The 6th International Conference On Business Excellence, Vol 2, Pp. 119–122., <a href="https://www.webofscience.com/wos/woscc/full-record/WOS:000316637300029">https://www.webofscience.com/wos/woscc/full-record/WOS:000316637300029</a> WOS:000316637300029	3/4= <b>0,75</b>
6	<b>Tanase, L.D.</b> and Boboc, S. (2011) “Consumer Behaviour Analysis on the Romanian Financial Market,” in C. Bratianu et al. (eds.) Proceedings of the 6th International Conference on Business Excellence, Vol 2. 6th International Conference on Business Excellence, Brasov: Editura Univ Transilvania Brasov, Romania (Proceedings of the International Conference on Business Excellence), pp. 226–229. <a href="https://www.webofscience.com/wos/woscc/full-record/WOS:000316637300056">https://www.webofscience.com/wos/woscc/full-record/WOS:000316637300056</a> (WOS:000316637300056)	3/2= <b>1</b>
7	Tatu, C., Caescu, S., Dumitru, I, <b>Rosca, L.,</b> (2009) “ <i>The Segmentation of the Romanian Electorate And The Efficient Targeting Of A Political Faction,</i> ” In C. Bratianu, D. Lixandriou, And N. Pop (Eds.). Proceedings Of The 4th International Conference On Business Excellence, Vol 2, Pp. 239–243. <a href="https://www.webofscience.com/wos/woscc/full-record/WOS:000278416200059">https://www.webofscience.com/wos/woscc/full-record/WOS:000278416200059</a> WOS:000278416200059	3/4= <b>0,75</b>
<b>TOTAL</b>		<b>61,267</b>

**Data**

**Candidat,**

ROȘCA LAURA-DANIELA