

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

LISTA DE LUCRĂRI

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

- Negricea, C.-I., Coculescu, C., Iordache, A. M. M., Roșca, L. D., & 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. *Journal of Theoretical and Applied Electronic Commerce Research*, 21(4), 115. <https://doi.org/10.3390/jtaer21040115>
- Gârdan, I. P., Roșca, M. I., Gârdan, D. A., Andronic, M., **Roșca, L. D.**, & Paștiu, C. A. (2025). Adoption of 3D-Printed Food in Romania: Price Perception as a Key Determinant of Consumer Acceptance. *Foods*, 14(24), 4306. <https://doi.org/10.3390/foods14244306> (WOS: 001647322400001)
- Stoica, M., Roșca, M. I., **Roșca, L. D.**, & Popescu, I. C. (2025). External Drivers of Dominant Green Positioning for Organic Food Brands: Evidence from an Emerging Market. *Sustainability*, 17(19), 8589. <https://doi.org/10.3390/su17198589> (WOS:001593900000001)
- Madan, A., **Rosca, L. D.**, Dumitru, I., & Canda, A. (2022). The Value of Art in Persuasive Marketing Communication and Its Sustainable Effect on the Country of Origin. *Sustainability*, 14(3), 1228. <https://doi.org/10.3390/su14031228> (WOS:000756475100001)
- Stancu, Alin; Filip, Alina; Roșca, Mihai I.; Ioniță, Daniela; Căplescu, Raluca; Cănda, Andrei; **Roșca, Laura D.** 2020. "Value Creation Attributes—Clustering Strategic Options for Romanian SMEs" *Sustainability* 12, no. 17: 7007. <https://doi.org/10.3390/su12177007> (WOS:000571043200001)
- Constantinescu, Mihaela; Orindaru, Andreea; Pachitanu, Andreea; **Rosca, Laura**; 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" *Sustainability* 11, no. 24: 7094. <https://doi.org/10.3390/su11247094> (WOS:000506899000197)
- Roșca (Tănase), Laura Daniela**, (2020), Transformation in Consumer Behaviours and Attitudes Toward Services in Romania, *Journal of Emerging Trends in Marketing and Management*, 1, issue 1, p. 327-342, <https://EconPapers.repec.org/RePEc:aes:jetimm:v:1:y:2020:i:1:p:327-342>.
- Chiriac, Cristiana and **Roșca, Laura Daniela**, (2019), Automotive Industry Video-Commercials â€œ A Pluralistic Research Based on an Eye-Tracking Experiment, *Journal of Emerging Trends in Marketing and Management*, 1, issue 1, p. 327-336, <https://EconPapers.repec.org/RePEc:aes:jetimm:v:1:y:2019:i:1:p:327-336>.
- Roșca (Tănase), Laura Daniela**, Constantinescu, Mihaela, Căescu, Ștefan-Claudiu and Orzan, Mihai-Cristian, (2019), Assessing the applicability of neuromarketing tools in online social networks from a business perspective, *Journal of Emerging Trends in Marketing and Management*, 1, issue 1, p. 350-356, <https://EconPapers.repec.org/RePEc:aes:jetimm:v:1:y:2019:i:1:p:350-356>.
- Roșca (Tănase), Laura Daniela** - Fundamentarea strategiilor de portofoliu ale entităților financiare prin tipologizarea consumatorilor cu ajutorul cercetărilor de marketing - coordonator prof. univ. dr. Ștefan Boboc, Academia de Studii Economice din București, Facultatea de Marketing, 211 de pagini, susținută public la 20 Septembrie 2011, titlul de doctor obținut în data de 07 decembrie 2011 – publicată în Aprilie 2021 – ISBN 978-606-28-1241-6, 978-606-9062-53-1, Editura Universul Academic și Editura Universitară, <http://universulacademic.ro/magazin/colectii/stiinte-economice/fundamentarea-strategiilor-de-portofoliu-ale-entitatilor-financiare-prin-tipologizarea-consumatorilor-cu-ajutorul-cercetarilor-de-marketing/>

2. Teza(-ele) de doctorat

T1 : **Roșca (Tănase), Laura Daniela** - *Fundamentarea strategiilor de portofoliu ale entităților financiare prin tipologizarea consumatorilor cu ajutorul cercetărilor de marketing* - coordonator prof. univ. dr. Ștefan Boboc, Academia de Studii Economice din București, Facultatea de Marketing, 211 de pagini, susținută public la 20 Septembrie 2011, titlul de doctor obținut în data de 07 decembrie 2011

Brevete de invenție și alte titluri de proprietate intelectuală

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 la dezvoltarea activităților didactice/profesionale.

Ca1. **Roșca (Tănase), Laura Daniela** - Fundamentarea strategiilor de portofoliu ale entităților financiare prin tipologizarea consumatorilor cu ajutorul cercetărilor de marketing - coordonator prof. univ. dr. Ștefan Boboc, Academia de Studii Economice din București, Facultatea de Marketing, 211 de pagini, susținută public la 20 Septembrie 2011, titlul de doctor obținut în data de 07 decembrie 2011 – publicată în Aprilie 2021 – ISBN 978-606-28-1241-6, 978-606-9062-53-1, Editura Universul Academic și Editura Universitară, <http://universulacademic.ro/magazin/colectii/stiinte-economice/fundamentarea-strategiilor-de-portofoliu-ale-entitatilor-financiare-prin-tipologizarea-consumatorilor-cu-ajutorul-cercetarilor-de-marketing/>

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.

Ri1. Negricea, C.-I., Coculescu, C., Iordache, A. M. M., Roșca, L. D., & 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. *Journal of Theoretical and Applied Electronic Commerce Research*, 21(4), 115. <https://doi.org/10.3390/jtaer21040115>

Ri2. Gârdan, I. P., Roșca, M. I., Gârdan, D. A., Andronic, M., **Roșca, L. D.**, & Paștiu, C. A. (2025). Adoption of 3D-Printed Food in Romania: Price Perception as a Key Determinant of Consumer Acceptance. *Foods*, 14(24), 4306. <https://doi.org/10.3390/foods14244306> (WOS: 001647322400001)

Ri3. Stoica, M., Roșca, M. I., **Roșca, L. D.**, & Popescu, I. C. (2025). External Drivers of Dominant Green Positioning for Organic Food Brands: Evidence from an Emerging Market. *Sustainability*, 17(19), 8589. <https://doi.org/10.3390/su17198589> (WOS:001593900000001)

Ri4. Madan, A., **Rosca, L. D.**, Dumitru, I., & Canda, A. (2022). The Value of Art in Persuasive Marketing Communication and Its Sustainable Effect on the Country of Origin. *Sustainability*, 14(3), 1228. <https://doi.org/10.3390/su14031228> (WOS:000756475100001)

Ri5. Stancu, Alin; Filip, Alina; Roșca, Mihai I.; Ioniță, Daniela; Căplescu, Raluca; Cănda, Andrei; **Roșca, Laura D.** (2020). "Value Creation Attributes—Clustering Strategic Options for Romanian SMEs" *Sustainability* 12, no. 17: 7007. <https://doi.org/10.3390/su12177007> (WOS:000571043200001)

Ri6. Constantinescu, Mihaela; Orindaru, Andreea; Pachitanu, Andreea; **Rosca, Laura**; 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" *Sustainability* 11, no. 24: 7094. <https://doi.org/10.3390/su11247094> (WOS:000506899000197)

Ri7. CRUCEANĂ, M. A., CONSTANTINESCU, M., & **ROȘCA, L. D.** (2024). Navigating Consumer Minds: A Neuromarketing Perspective on Employer Branding in the IT Industry using Eye-Tracking. *The Bucharest University of Economic Studies Publishing House*, 53. https://www.etimm.ase.ro/journal/JETIMM_V01_I4_2024.pdf#page=53, https://econpapers.repec.org/article/aesjetimm/v_3a1_3ay_3a2024_3ai_3a4_3ap_3a53-63.htm, <https://ideas.repec.org/a/aes/jetimm/v1y2024i4p53-63.html>

Ri8. **ROȘCA, L. D.**, & CURIC, I. (2024). Sustainable Fashion Consumer Behavior—a Qualitative Research on the Romanian Market. *The Bucharest University of Economic Studies Publishing House*, 29. https://www.etimm.ase.ro/journal/JETIMM_V01_I1_2024.pdf#page=29

<https://ideas.repec.org/a/aes/jetimm/v1y2024i1p29-39.html>

<https://doaj.org/article/5a35b314c6684f11a9ad3db3a94745c0>

Ri9 Acatrinei, C., **Roșca, L. D.**, Secară, O. M., & Năstase, T. A. (2023). Investigating Stakeholder Requirements for Designing an Effective Online Research Community Platform. *Journal of Emerging Trends in Marketing and Management*, 1(1), 17-25. https://www.etimm.ase.ro/journal/JETIMM_V01_I1_2023.pdf#page=17

<https://doaj.org/article/1b68c5ddb14541a8978d3958e2a4aa17>

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Ri10. **Roșca (Tănase), Laura Daniela**, (2020), Transformation in Consumer Behaviours and Attitudes Toward Services in Romania, *Journal of Emerging Trends in Marketing and Management*, 1, issue 1, p. 327-342,

https://www.etimm.ase.ro/RePEc/aes/jetimm/2020/ETIMM_V01_2020_83.pdf

<https://EconPapers.repec.org/RePEc:aes:jetimm:v:1:y:2020:i:1:p:327-342>.

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Ri11. Chiriac, Cristiana and **Roșca, Laura Daniela**, (2019), Automotive Industry Video-Commercials A Pluralistic Research Based on an Eye-Tracking Experiment, *Journal of Emerging Trends in Marketing and Management*, 1, issue 1, p. 327-336, https://www.etimm.ase.ro/RePEc/aes/jetimm/2019/ETIMM_V01_2019_114.pdf

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Ri12. **Roșca (Tănase), Laura Daniela**, Constantinescu, Mihaela, Căescu, Ștefan-Claudiu and Orzan, Mihai-Cristian, (2019), Assessing the applicability of neuromarketing tools in online social networks from a business perspective, *Journal of Emerging Trends in Marketing and Management*, 1, issue 1, p. 350-356,

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Ri13. Negricea, Costel, **Laura Roșca**, 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." *Research and Science Today*, September 1, 2017, 118–25. <https://www.rstjournal.com/article/c5ea0dc0-0e8e-4eae-816c-9964f8d37ad9>

Indexat in : <https://www.rstjournal.com/pages/indexing-and-archiving>

Ri14. Rosca, Mihai Ioan and **Tănase, Laura Daniela**, (2017), "Profile Evolution Analysis of the Persons with a Healthy Lifestyle", *Journal of Emerging Trends in Marketing and Management*, 1, issue 1, p. 152-163,

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<https://doaj.org/article/71e4e157c0ca48db8da7c32df0830779>

Ri15. **Tanase, L. D.**, Roșca, M. I., & Jurcoane, A. (2012). THE PERCEPTION ON ECOLOGICAL PRODUCTS-A RESEARCH ON THE URBAN CONSUMER. *Annals of the University of Oradea, Economic Science Series*, 21(1).

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https://econpapers.repec.org/article/orajournl/v_3a1_3ay_3a2012_3ai_3a1_3ap_3a1215-1220.htm

Ri16. Roșca, M. I., **Tanase, L. D.**, & Morar, M. G. (2012). SMALL FARMERS FROM RURAL AREAS ATTITUDE ON ORGANIC FOOD. *Annals of the University of Oradea, Economic Science Series*, 21(1).

<http://anale.steconomiceuoradea.ro/volume/2012/n1/178.pdf>

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Ri17. **Tanase, L. D.** (2011). THE SAVING AND INVESTING CONSUMER BEHAVIOR ANALYSES ON THE ROMANIAN FINANCIAL MARKET. *Annals of the University of Oradea, Economic Science Series*, 20(2).

<https://anale.steconomiceuoradea.ro/volume/2011/n2/116.pdf>

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Vi1. Rosca, M. and **Tanase, L.** (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.

<https://www.webofscience.com/wos/woscc/full-record/WOS:000320606900187>

(WOS:000320606900187)

Vi2. Rosca, M. and **Tanase, L.** (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-+.

<https://www.webofscience.com/wos/woscc/full-record/WOS:000317437100033>

(WOS:000317437100033)

Vi3. **Tanase, L.** and Boboc, S. (2011) "Main Demographic Characteristics Influencing Consumer Behavior On Emerging Financial Markets," 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. <https://www.webofscience.com/wos/woscc/full-record/WOS:000302400100180>

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Vi4. **Tanase Rosca, L.**, Tatu, I. and Boboc, Ș. (2011) "The Concepts Of Saving And Investing - What The Romanian Consumer Knows About," In C. Rusu (Ed.). Management Of Technological Changes, Book 1, Pp. 213–216.

<https://www.webofscience.com/wos/woscc/full-record/WOS:000306939900054>

(WOS:000306939900054)

Vi5. Popescu, IC ; Vrâncănu, D; Tatu, CI; **Tanase, LD**; (2011) "Promotional Communication Skills Used By Romanian Companies," In C. Bratianu Et Al. (Eds.). Proceedings Of The 6th International Conference On Business Excellence, Vol 2, Pp. 119–122., <https://www.webofscience.com/wos/woscc/full-record/WOS:000316637300029>

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Vi6. **Tanase, L.D.** 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. <https://www.webofscience.com/wos/woscc/full-record/WOS:000316637300056>

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Vi7. Tatu, C., Caescu, S., Dumitru, I, **Rosca, L.**, (2009) "The Segmentation of the Romanian Electorate And The Efficient Targeting Of A Political Faction," In C. Bratianu, D. Lixandroi, And N. Pop (Eds.). Proceedings Of The 4th International Conference On Business Excellence, Vol 2, Pp. 239–243. <https://www.webofscience.com/wos/woscc/full-record/WOS:000278416200059>

(WOS:000278416200059)

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. Gârdan, I. P., Roșca, M. I., Gârdan, D. A., Andronic, M., **Roșca, L. D.**, & Paștiu, C. A. (2025). Adoption of 3D-Printed Food in Romania: Price Perception as a Key Determinant of Consumer Acceptance. *Foods*, 14(24), 4306. <https://doi.org/10.3390/foods14244306> (WOS: 001647322400001)

Ci1.1 Puelles-Gallo, M. et al. (2026) "Toward Sustainable Food Systems Through Responsible Innovation: An Integrated Behavioral Model of Consumer Acceptance of Genetically Modified Foods," *CORPORATE SOCIAL RESPONSIBILITY AND ENVIRONMENTAL MANAGEMENT* [Preprint]. Available at: <https://doi.org/10.1002/csr.70519>.

Ci2. Madan, A., **Rosca, L. D.**, Dumitru, I., & Canda, A. (2022). The Value of Art in Persuasive Marketing Communication and Its Sustainable Effect on the Country of Origin. *Sustainability*, 14(3), 1228. <https://doi.org/10.3390/su14031228> (WOS:000756475100001)

Ci2.1 Balassa, B., Nagy, N. and Gyurián, N. (2024) "Perception and social acceptance of 5G technology for sustainability development," *JOURNAL OF CLEANER PRODUCTION*, 467. Available at: <https://doi.org/10.1016/j.jclepro.2024.142964>.

Ci2.2 Kim, J. and Park, J. (2023) "The Development and Validation of Qualitative Value Indicators of Region-Based Community Dance for Cultural Urban Regeneration," *SUSTAINABILITY*, 15(6). Available at: <https://doi.org/10.3390/su15065535>.

Ci2.3 Salas-Paramo, J. and Escandon-Barbosa, D. (2023) "THE MODERATING EFFECT OF THE USE OF VIRTUAL REALITY ON CULTURAL BRAND HERITAGE TOURISM," *COMMUNITAS*, 28(1), pp. 20–37.

Ci2.4 Zhang, K. and Yan, J. (2025) "Understanding the effect of art infusion on product evaluation: the boundary condition of multiple art exposures," *HUMANITIES & SOCIAL SCIENCES COMMUNICATIONS*, 12(1). Available at: <https://doi.org/10.1057/s41599-025-05380-z>.

Ci3. Stancu, Alin; Filip, Alina; Roșca, Mihai I.; Ioniță, Daniela; Căplescu, Raluca; Cănda, Andrei; **Roșca, Laura D.** 2020. "Value Creation Attributes—Clustering Strategic Options for Romanian SMEs" *Sustainability* 12, no. 17: 7007. <https://doi.org/10.3390/su12177007> (WOS:000571043200001)

Ci3.1 Delgado, A. et al. (2022) "Strategies of microenterprises dedicated to the elaboration of artisan cheese in the tropic of Mexico," *ESTUDIOS GERENCIALES*, 38(164), pp. 294–307. Available at: <https://doi.org/10.18046/j.estger.2022.164.5038>.

Ci3.2 Jackson, A. et al. (2026) "Anchoring the 3Cs: A scoping literature review of curiosity, creating value, and connections in entrepreneurial mindset development," *JOURNAL OF ENGINEERING EDUCATION*, 115(1). Available at: <https://doi.org/10.1002/jee.70051>.

Ci3.3 Lemire, G. and Gamache, S. (2025) "Dynamic Pricing in Manufacturing SNIEs: a Literature Review." *IFAC PAPERSONLINE*, pp. 202–207. Available at: <https://doi.org/10.1016/j.ifacol.2025.09.036>.

Ci3.4 Zhang, Y. and Ayele, E. (2022) "Factors Affecting Small and Micro Enterprise Performance with the Mediating Effect of Government Support: Evidence from the Amhara Region Ethiopia," *SUSTAINABILITY*, 14(11). Available at: <https://doi.org/10.3390/su14116846>.

Ci4. Constantinescu, Mihaela; Orindaru, Andreea; Pachitanu, Andreea; **Rosca, Laura**; 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" *Sustainability* 11, no. 24: 7094. <https://doi.org/10.3390/su11247094> (WOS:000506899000197)

Ci4.1 Alsharif, A. et al. (2022) "A global research trends of neuromarketing 2015-2020," *REVISTA DE COMUNICACION-PERU*, 21(1), pp. 15–32. Available at: <https://doi.org/10.26441/RC21.1-2022-A1>.

Ci4.2 Alvino, L., Herrando, C. and Constantinides, E. (2024) "Discovering the art of advertising using neuromarketing: a literature review on physiological and neurophysiological measures of ads," *INTERNATIONAL JOURNAL OF INTERNET MARKETING AND ADVERTISING*, 21(3–4). Available at: <https://doi.org/10.1504/IJIMA.2024.142791>.

Ci4.3 Alzboun, N. et al. (2024) "Revealing the brain behind travel: an analysis of neuro-tourism research using structural topic models and network analysis," *ASIA PACIFIC JOURNAL OF TOURISM RESEARCH*, 29(12), pp. 1529–1554. Available at: <https://doi.org/10.1080/10941665.2024.2413979>.

Ci4.4 Bahrainizad, M. and Izadi, H. (2025) "Segmenting consumers on social networks based on individual motivations for engagement in eWOM communication with self-organising maps," *INTERNATIONAL JOURNAL OF INTERNET MARKETING AND ADVERTISING*, 22(1). Available at: <https://doi.org/10.1504/IJIMA.2025.144182>.

Ci4.5 Bansal, S., Nangia, P. and Koles, B. (2025) "Neuromarketing and the Marketing Mix: An Integrative Review and Future Research Agenda Using the TMC Approach," *INTERNATIONAL JOURNAL OF CONSUMER STUDIES*, 49(3). Available at: <https://doi.org/10.1111/ijcs.70072>.

- Ci4.6** Bucea-Manea-Tonis, R. et al. (2026) "AI-enhanced neuromarketing and social media communication: Evidence from PLS-SEM analysis in an academic context," *INTERNATIONAL JOURNAL OF ENGINEERING BUSINESS MANAGEMENT*, 18. Available at: <https://doi.org/10.1177/18479790261420680>.
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