

Data ...08.06.2026.

Concurs pentru ocuparea postului de .Asistent universitar., poz. ....89....  
 Facultatea .....de Marketing.....  
 Departamentul .....de Marketing.....  
 Disciplinele: ...Marketing, Cybermarketing, Cercetări de marketing.....  
 Domeniul: .....Marketing.....  
 post publicat în Monitorul Oficial al României nr. 97 din 23.04.2026

## LISTA DE LUCRĂRI

Candidat: **Munthiu D.A. Maria-Cristiana. - Dr./din 04/10/2013, cadru didactic asociat./din 23/02/2026**

(anul)	(NUME, inițială și prenume)	(anul)	(Titlul didactic/echiv.)
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**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. Mihălcesu, H., Chivu (Popa), R.-G., Ciocodeică, D.-F., Popa, I.-C., **Munthiu, M.-C.** 2026. *The impact of AI-powered personalisation on consumer purchase decisions in the textile sector*, ISSN 1222-5347 2/2026, p. 213-221.

[https://www.revistaindustriatextila.ro/images/2026/2/004%20HORIE%20MIHALCESCU\\_INDUSTRIA%20TEXTILA%20no.2\\_2026.pdf](https://www.revistaindustriatextila.ro/images/2026/2/004%20HORIE%20MIHALCESCU_INDUSTRIA%20TEXTILA%20no.2_2026.pdf)

2. Bălan, C., & **Munthiu, M.-C.** 2026. *Supply Chain Challenge: How Can Retailers Encourage Environmentally Sustainable Consumer Behaviours in the Last Mile? A Systematic Literature Review*. Logistics, 10(6), 130. <https://doi.org/10.3390/logistics10060130>

3. Zamfir, D., Căescu, Ș. C., **Munthiu, M.-C.**, Pestrea, D. C. & Miu, C. M. 2026. *How AI-Generated ADS Influence Purchase Intent: A Study Among Generation X and Generation Z in Romania*, Review of International Comparative Management, 27 (2), May 2026, p. 445-465.

<https://www.rmci.ase.ro/no27vol2/17.pdf>

4. **Munthiu, M.-C.** & Cetină, I. 2016. Understanding students' perception, expectations and the need of innovating educational services in the digital economy context, *Revista Economică (Journal of economic-financial theory and practice)*, **68**(3), 103-113, ISSN 1582-6260.

CNCSIS reference: B+, Code 478

ISSN: 1582-6260 (print), 2344-5424 (online)

<http://oldeconomice.ulbsibiu.ro/revista.economica/archive/68308munthiu&cetina.pdf>

5. Dumitrescu, L. & **Munthiu, M.-C.** 2015. Research on students' perception of online educational services, *Revista Economică (Journal of economic-financial theory and practice)*, 67(1), 45-54, ISSN 1582-6260.

CNCSIS reference: B+, Code 478

ISSN: 1582-6260 (print), 2344-5424 (online)

<http://oldeconomice.ulbsibiu.ro/revista.economica/archive/67104dumitrescu&munthiu.pdf>

6. **Munthiu M.-C.**, Turtoi M., Tuță M. & Zara A.I. 2014. Characteristics of Educational Services in the Virtual Environment, Original Research Article, *Procedia - Social and Behavioral Sciences*, vol. 109, 8 January 2014, pp.1237-1241 (2nd World Conference on Business, Economics and Management (BEM-2013), 25 April 2013, Antalya, Turcia). ISSN: 1847-0488, Elsevier.

<https://www.sciencedirect.com/science/article/pii/S1877042813052579>

7. **Munthiu M.-C.**, Turtoi M., Tuță M. & Zara A.I. 2014. Service Quality Evaluation Models Determined by Online Consumer Perception and Satisfaction, Original Research Article, *Procedia - Social and Behavioral*

Sciences, vol. 109, 8 January 2014, pp.1237-1241 (2nd World Conference on Business, Economics and Management (BEM-2013), 25 Avril 2013, Antalya, Turcia). ISSN: 1847-0488, Elsevier  
<https://www.sciencedirect.com/science/article/pii/S1877042813052683>

8. Cetină I., **Munthiu M.-C.** & Rădulescu V. 2012. Psychological and sociological factors that influence online consumer behavior, *Procedia – Social and Behavioral Sciences*, vol. 62, pp. 184-188 (24 Oct. 2012, World Conference on Business, Economics and Management (BEM-2012), May 4–6 2012, Antalya, Turcia).Elsevier.  
<https://www.sciencedirect.com/science/article/pii/S1877042812034702>

9. Stoica, I., Dumitru, N.R. & **Munthiu, M.-C.**, 2012. Implications And Opportunities Of Online Advertising For Increasing The Romanian Marketing Work Market. Case Study: Online Advertising Regarding Job Marketing Promotion, *Revista Economică*, Lucian Blaga University of Sibiu, Faculty of Economic Sciences, vol. 0(3), p. 386-393, Code NURC 478,  
cotată de CNCSIS la categoria B +, indexată BDI: RePEc, Ulrich's Periodicals Directory, DOAJ - Directory of Open Access Journals, ISSN: 1582-6260,  
<http://economice.ulbsibiu.ro/revista.economica/archive/suplimente/Volume3-2012.pdf>

10. **Munthiu, M.-C.**, & Rădulescu, V. 2012. Approaches for conceptualizing customer satisfaction and perceived service quality. *Annals of Spiru Haret University. Economic Series*, 12(1), 111–117.  
indexată în bazele de date :  
RePEc, ERIHPLUS, SSRN, ROAD, BASE, DOAJ, INDEX COPERNICUS, ECONBIZ, INFOBASE INDEX, DOI cross ref, OAJI.net, Internet Archive OPEN LIBRARY, WorldCat, Open AIRE, ResearchBib, CEEOL, J-Gate, Journal TOCs, EuroPub, Google Scholar, PKP, OPEN ARCHIVES, University of Illinois Library, EZ3 Electronic Journal Library, Stanford University Libraries, Cornell University Library.  
<https://anale.spiruharet.ro/economics/article/view/1219>

## 2. Teza(-ele) de doctorat

T1. **Munthiu M.-C.** 2013. *Cercetarea satisfacției utilizatorilor de servicii educaționale online*, Academia de Studii Economice din București, 352 pagini:

- susținere publică în 04.10.2013;
- în baza Ordinului Ministrului Educației Naționale nr. 5581 MD din 03.12.2013 a fost emisă diploma de doctor seria I, nr. 0007370 din 23.01.2014.

## Brevete de invenție și alte titluri de proprietate intelectuală

1.....

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.

**D1.** Dunes, M. & **Munthiu M.C.** 2023. La confiance envers les publicités mobiles et l'intention d'achat sur smartphone. Une fracture générationnelle ?, Capitol în *Approche générationnelle de la transformation digitale : vers de nouveaux modes de de management*, FSJES Editions. ISBN : 978-9920-9012-3-9.

**D2.** **Munthiu, M.-C.** 2021. *Le greenwashing dans les réseaux sociaux*, chapitre de l'ouvrage collectif « La voix des consommateurs : affirmation, impuissance ou ambivalence ? », études réunies par Oliviane Brodin et Joël Muller, Artois Presses Université, Droit et Sciences économiques, p. 141-178.

**D3.** Petitprêtre, B. & **Munthiu, M.-C.** 2018. *Max Havelaar : Du roman de la dénonciation à la fiction inavouée*, dans « La réalité de la fiction ou de relations entre fiction, narration, discours et récit », sous la direction de Benoit Petitprêtre, Sonny Perseil et Yvon Pesqueux, L'Harmattan, actes du colloque international organisé le 17 Mai 2018 au Conservatoire National des Arts et des Métiers, Paris.

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 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. Mihălcesu, H., Chivu (Popa), R.-G., Ciocodeică, D.-F., Popa, I.-C., **Munthiu, M.-C. 2026.** *The impact of AI-powered personalisation on consumer purchase decisions in the textile sector*, ISSN 1222–5347 2/2026, p. 213-221.  
<https://www.revistaindustriatextila.ro/images/2026/2/Industria%20Textila%202-2026%20web.pdf>

Ri2. Bălan, C., & **Munthiu, M.-C. 2026.** *Supply Chain Challenge: How Can Retailers Encourage Environmentally Sustainable Consumer Behaviours in the Last Mile? A Systematic Literature Review*. Logistics, 10(6), 130. <https://doi.org/10.3390/logistics10060130>

Ri3. Zamfir, D., Căescu, Ș. C., **Munthiu, M.-C.**, Pestrea, D. C. & Miu, C. M. **2026.** *How AI-Generated ADS Influence Purchase Intent: A Study Among Generation X and Generation Z in Romania*, Review of International Comparative Management, 27 (2), May 2026, p. 445-465.  
<https://www.rmci.ase.ro/no27vol2/17.pdf>

Ri4. **Munthiu, M.-C.** & Orzan, M. **2025.** *Le fossé de responsabilité en matière d'IA: impératifs éthiques pour les compagnies d'assurances de demain*, dans « Les bonnes feuilles de l'assurance », No.6, Décembre 2025, Editions ESKA, p. 120-144.

Ri5. **Munthiu, M.-C. 2024.** *Réflexions sur l'exploitation des données personnelles des assurés dans un environnement d'adoption extensive de l'Intelligence Artificielle* dans « Les bonnes feuilles de l'assurance », No.5, Décembre 2024, Editions ESKA, p. 78-100.

Ri6. **Munthiu, M.-C. 2023.** *Bien-être et actions RSE dans un contexte assurantiel digitalisé* dans « Les bonnes feuilles de l'assurance », No.4, Décembre 2023, Editions ESKA, p. 50-70.

Ri7. **Munthiu, M.-C. 2022.** *De si responsables assureurs, c'est possible ? Entre véritable engagement RSE et greenwashing dans un contexte d'ubiquité technologique*, article paru dans « Les bonnes feuilles de l'assurance », No.3, Novembre 2022, Editions ESKA, p. 56-71. <https://ideas.repec.org/p/hal/journal/hal-04081113.html>

Ri8. **Munthiu, M.-C. 2021.** *Une digitalisation qui (r)assure : analyse des avis en ligne des assurances santé pendant la pandémie de la COVID-19*, article paru dans « Les bonnes feuilles de l'assurance », No.2, Novembre 2021, Editions ESKA, p. 84-105. <https://ideas.repec.org/p/hal/journal/hal-03829645.html>

Ri9. **Munthiu, M.-C. 2020.** *Satisfait ou pas de son assurance auto ? Une étude des avis en ligne des consommateurs français*, article paru dans « Les bonnes feuilles de l'assurance », No.1, Décembre 2020, Cercle Lab, p.158-183. <https://ideas.repec.org/p/hal/journal/hal-03829661.html>

Ri10. **Munthiu, M.-C.** & Cetină, I. **2016.** Understanding students' perception, expectations and the need of innovating educational services in the digital economy context, *Revista Economică (Journal of economic-financial theory and practice)*, **68**(3), 103-113, ISSN 1582-6260.  
CNCSIS reference: B+, Code 478  
ISSN: 1582-6260 (print), 2344-5424 (online)  
<http://oldeconomice.ulbsibiu.ro/revista.economica/archive/68308munthiu&cetina.pdf>

Ri11. Dumitrescu, L. & **Munthiu, M.-C. 2015.** Research on students' perception of online educational services, *Revista Economică (Journal of economic-financial theory and practice)*, 67(1), 45-54, ISSN 1582-6260.  
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ISSN: 1582-6260 (print), 2344-5424 (online)  
<http://oldeconomice.ulbsibiu.ro/revista.economica/archive/67104dumitrescu&munthiu.pdf>

Ri12. Zara, I. A., Velicu, B. C., **Munthiu, M.-C.**, & Tuta, M. **2012.** Using analytics for understanding the consumer online. *Anale. Seria Stiinte Economice. Timisoara*, 18, 791. **I.S.S.N. 1582 - 6333**  
Clasificată de către CNCSIS în categoria B+ cod CNCSIS 108  
Inclusă în categoria B+ de către CNCSIS și indexată în bazele de date CEEOL, JEL on CD, RePEc, DOAJ și EconLit

[https://fse.tibiscus.ro/old-fse/images/anale/lucrari/Lucrari2012/kssue2012\\_129.pdf](https://fse.tibiscus.ro/old-fse/images/anale/lucrari/Lucrari2012/kssue2012_129.pdf)

Ri13. Velicu, B. C., **Munthiu, M.-C.**, Tuta, M., & Zara, I. A. **2012**. Steps to be followed for e-government implementation. *Anale. Seria Stiinte Economice. Timisoara, 18*, 125. **I.S.S.N. 1582 - 6333**

Clasificată de către CNCIS în categoria B+ cod CNCIS 108

Inclusă în categoria B+ de către CNCIS și indexată în bazele de date CEEOL, JEL on CD, RePEc, DOAJ și EconLit

[https://fse.tibiscus.ro/old-fse/images/anale/lucrari/Lucrari2012/kssue2012\\_017.pdf](https://fse.tibiscus.ro/old-fse/images/anale/lucrari/Lucrari2012/kssue2012_017.pdf)

Ri14. Stoica, I., Dumitru, N.R. & **Munthiu, M.-C.**, **2012**. Implications And Opportunities Of Online Advertising For Increasing The Romanian Marketing Work Market. Case Study: Online Advertising Regarding Job Marketing Promotion, *Revista Economică*, Lucian Blaga University of Sibiu, Faculty of Economic Sciences, vol. 0 (3), pages 386-393. , Code NURC 478, cotată de CNCIS

la categoria B +, indexată BDI: RePEc, Ulrich's Periodicals Directory, DOAJ - Directory of Open Access Journals, ISSN: 1582-6260, <http://economie.ulbsibiu.ro/revista.economica/archive/suplimente/Volume3-2012.pdf>

Ri15. **Munthiu, M.-C.**, & Rădulescu, V. **2012**. Approaches for conceptualizing customer satisfaction and perceived service quality. *Annals of Spiru Haret University. Economic Series, 12(1)*, 111–117.

indexată în bazele de date :

RePEc, ERIHPLUS, SSRN, ROAD, BASE, DOAJ, INDEX COPERNICUS, ECONBIZ, INFOBASE INDEX, DOI cross ref, OAJI.net, Internet Archive OPEN LIBRARY, WorldCat, Open AIRE, ResearchBib, CEEOL, J-Gate, Journal TOCs, EuroPub, Google Scholar, PKP, OPEN ARCHIVES, University of Illinois Library, EZ3 Electronic Journal Library, Stanford University Libraries, Cornell University Library.

<https://anale.spiruharet.ro/economics/article/view/1219>

Vi1. Apostol, Ingrid-Georgeta , Prelipcean, Mihai , Bostanica, Elena & **Munthiu, M.-C.** **2024**. *A Data-Driven Approach: Assessing the Effectiveness of AI Algorithms in Tailoring Personalized Content for Social Media Users*, ICESS 2024 Annual Conference, 13-14 Jun 2024, Academia de Studii Economice, București, România.

<https://www.ceeol.com/search/article-detail?id=1271131>

Vi2. **Munthiu, M.-C.** **2022**. *Consommateurs en quête du bien-être: entre préoccupations environnementales et perceptions de l'ubiquité technologique*, conferința „La 5<sup>ème</sup> Journée Interdisciplinaire de Recherche sur les Décisions et les Comportements des Consommateurs (JIRDC)”, 22 noiembrie 2022, Université Paris Cité / IUT de Paris.

<https://www.afm-marketing.org/media/Journ%C3%A9s-lab/Actes%205%C3%A8me%20JIRDC%2022%20nov%202022.pdf>

Vi3. Guerfel-Henda, S. & **Munthiu, M.-C.** **2020**. *De si fidèles salariés : analyse des expériences collaborateurs*, communication, La 2<sup>ème</sup> Journée de Recherche sur le Marketing des Ressources Humaines (avec actes), 15 octobre 2020 – Université Lyon 2.

Vi4. **Munthiu M.-C.**, Turtoi M., Tuță M. & Zara A.I. **2014**. Characteristics of Educational Services in the Virtual Environment, Original Research Article, *Procedia - Social and Behavioral Sciences*, vol. 109, 8 January 2014, pp.1237-1241 (2nd World Conference on Business, Economics and Management (BEM-2013), 25 Aprilie 2013, Antalya, Turcia). ISSN: 1847-0488, Elsevier.

<https://www.sciencedirect.com/science/article/pii/S1877042813052579>

Vi5. **Munthiu M.-C.**, Turtoi M., Tuță M. & Zara A.I. **2014**. Service Quality Evaluation Models Determined by Online Consumer Perception and Satisfaction, Original Research Article, *Procedia - Social and Behavioral Sciences*, vol. 109, 8 January 2014, pp.1237-1241 (2nd World Conference on Business, Economics and Management (BEM-2013), 25 Avril 2013, Antalya, Turcia). ISSN: 1847-0488, Elsevier.

<https://www.sciencedirect.com/science/article/pii/S1877042813052683>

Vi6. Cetină I., Orzan Gh. & **Munthiu M.-C.** **2013**. Considerations on the main online services used by companies in the virtual environment, 3rd International Conference on Law and Social Order, 25-26 aprilie 2013, Constanța, Romania, <http://fdapct.spiruharet.ro/>. vol. 1, Addleton Academic Publishers (New York), pp. 176-182.

[https://fdapct.spiruharet.ro/wp-content/uploads/2023/02/LSO2013\\_vol1.pdf](https://fdapct.spiruharet.ro/wp-content/uploads/2023/02/LSO2013_vol1.pdf)

Vi7. Cetină I., **Munthiu M.-C.** & Rădulescu V. **2012.** Psychological and sociological factors that influence online consumer behavior, *Procedia – Social and Behavioral Sciences*, vol. 62, pp. 184-188 (24 Oct. 2012, World Conference on Business, Economics and Management (BEM-2012), 4–6 Mai 2012, Antalya, Turkey).Elsevier.

<https://www.sciencedirect.com/science/article/pii/S1877042812034702>

Vi8. Stoica, I., Negricea, I. C., Edu, T., **Munthiu, M.-C.**, Velicu, B. C. 2012. Blog's effect as online marketing instrument on consumer behavior, ICBE 2012, a 7-a ediție a International Conference on Business Excellence-CHALLENGES DURING THE ECONOMIC CRISIS, Brașov, 12-13 Octombrie 2012, publicată în Proceedings ISBN 978-606-19-0102-9, pp. 208-216.

Vi9. **Munthiu, M.-C.**, Velicu, B. C., Draghici, M., Stoica, I. 2012. Online consumer behavior tendencies triggered by extensive usage of social networks, a 7-a ediție a International Conference on Business Excellence 2012, publicată în Business Excellence Challenges during the economic crisis, vol. 2, 12-13 oct. 2012, Universitatea Transilvania, Brașov, ISBN: 978-606-19-0104-3, indexată în Web of Science – Conference Proceedings Citation Index.

E1. **Munthiu, M.-C. 2025.** « *Vulnérabilité informationnelle face à l'intelligence artificielle*, la 7<sup>ème</sup> Journée Interdisciplinaire de Recherche sur les Décisions des Consommateurs (JIRDC) le 4 mars 2025, Université Paris Cité / IUT de Paris.

E2. Kažys, J, Fourati -Jamoussi, F., **Munthiu, M.-C.** & Burcke, K. **2024.** *The SDG goals implementation – an emergence factor of inner skills in higher education institutions*, 2<sup>nd</sup> Transatlantic Symposium on Sustainable Development in Higher Education, 10-11 October 2024, PXL University of Applied Sciences and Arts, Hasselt, Belgium.

E3. **Munthiu, M.-C.** & Ayadi, N. **2024.** *Tarifification dynamique en ligne et vulnérabilité des consommateurs : une étude exploratoire*, la 6<sup>ème</sup> Journée Interdisciplinaire de Recherche sur les Décisions des Consommateurs (JIRDC) le 29 février 2024, Université Paris Cité / IUT de Paris.

E4. Dunes, M. & **Munthiu, M.-C. 2022.** *Préoccupation pour le respect à la vie privée et usage du commerce mobile : une comparaison entre posteurs et lecteurs d'avis en ligne*, Congrès Comprendre et Agir dans une société en mutation, 25 février 2022, Ascencia Business School.

E5. Dunes, M. & **Munthiu, M.-C. 2020.** Users' privacy protection behavior on social media: impact of online users' experience and privacy concern, 6<sup>th</sup> Annual Monetary and Economic Scientific Conference, Sofia, Bulgaria.

E6. **Munthiu, M.-C. 2019.** *L'addiction au smartphone et la nomophobie : une revue de la littérature et perspectives de recherche en comportement du consommateur*, La 2<sup>ème</sup> Journée Interdisciplinaire de Recherche sur les Décisions et les Comportements des Consommateurs (JIRD2C), 3 décembre 2019, IUT DE PARIS & LIRAES, Université Paris Descartes.

E7. Benoit Petitpretre & **Munthiu, M.-C. 2018.** Commerce équitable nord-nord et activisme digital, quel rôle pour les expressions des consommateurs et des producteurs dans un projet en perpétuelle redéfinition?, 15<sup>ème</sup> Congrès de l'ADERSE, « Gouvernance et RSE » 22-23 Mai 2018, Cité Internationale Universitaire de Paris, France.

E8. **Munthiu, M.-C.**, Changeur, S. & Mathieu, D. **2017.** *Quand la marque « bio » lave plus vert : une étude des réactions des consommateurs face au greenwashing sur le marché du bio*, 33<sup>ème</sup> Congrès International de l'AFM), 17-19 mai 2017, Tours, Franța.

E9. Changeur, S., Mathieu, D. & **Munthiu, M.-C. 2017.** *Une étude des réactions digitales des consommateurs face au greenwashing perçu d'un produit impliquant : le cas des cosmétiques bio*, Journées Normandes de la Recherche et Consommation (JNRC), 23-24 Novembre 2017, Havre, Franța.

E9. Participarea la o masă rotundă organizată de laboratorul de cercetare LIRSA, intitulată : l'Economie des attrape-clics, 6 iulie 2017, Conservatoire National des Arts et des Métiers, Franța.

E10. **Munthiu, M.-C. 2016.** *E-service quality dimensions which influence students' satisfaction: an empirical study on educational services*, 7<sup>th</sup> International Research Meeting in Business and Management, IPAG Business School, 11-12 iulie 2016, Nisa, Franța.

## **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 Munthiu, M. C., Velicu, B. C., Tuță, M., & Zara, A. I. (2014).** Service quality evaluation models determined by Online consumer perception and satisfaction. *Procedia-Social and Behavioral Sciences*, 109, 1303-1308.

Ci1.1 Chetioui, Y., Lebdaoui, H., & Chetioui, H. (2021). Factors influencing consumer attitudes toward online shopping: the mediating effect of trust. *EuroMed Journal of Business*, 16(4), 544-563.

Ci1.2 Nawafleh, S., & Khasawneh, A. (2024). Drivers of citizens E-loyalty in E-government services: E-service quality mediated by E-trust based on moderation role by system anxiety. *Transforming Government: People, Process and Policy*, 18(2), 217-240.

Ci1.3 Behdioğlu, S., Acar, E., & Burhan, H. A. (2019). Evaluating service quality by fuzzy SERVQUAL: a case study in a physiotherapy and rehabilitation hospital. *Total Quality Management & Business Excellence*, 30(3-4), 301-319.

etc., în total **41 citări**

**Ci2 Munthiu, M. C., Turtoi, M., Tuță, M., & Zara, A. I. (2014).** Characteristics of educational services in the virtual environment. *Procedia-Social and Behavioral Sciences*, 109, 1237-1241.

Ci2.1 Bozbay, Z., Baghirova, F., Zhang, Y., Rasli, A., & Karakasoglu, M. (2020). International students' service quality evaluations towards Turkish universities. *Quality Assurance in Education*, 28(3), 151-164.

Ci2.2 Lazarov, L. (2018). Education in the 21st century-pedagogical approaches In digital environment. 'e-teacher' information system. *Eastern Academic Journal*, (2), 13-25.

etc., în total **16 citări**

**Ci3 Cetină I., Munthiu M.-C. & Rădulescu V. 2012.** Psychological and sociological factors that influence online consumer behavior, *Procedia – Social and Behavioral Sciences*, vol. 62, pp. 184-188 (24 Oct. 2012, World Conference on Business, Economics and Management (BEM-2012), 4–6 mai 2012, Antalya, Turkey).Elsevier.

Ci3.1 Melović, B., Jocović, M., Dabić, M., Vulić, T. B., & Dudic, B. (2020). The impact of digital transformation and digital marketing on the brand promotion, positioning and electronic business in Montenegro. *Technology in society*, 63, 101425.

Ci3.2 Zhu, B., Kowatthanakul, S., & Satanasavapak, P. (2020). Generation Y consumer online repurchase intention in Bangkok: Based on Stimulus-Organism-Response (SOR) model. *International Journal of Retail & Distribution Management*, 48(1), 53-69.

Ci3.3 Khandpur, N., Zatz, L. Y., Bleich, S. N., Taillie, L. S., Orr, J. A., Rimm, E. B., & Moran, A. J. (2020). Supermarkets in cyberspace: a conceptual framework to capture the influence of online food retail environments on consumer behavior. *International journal of environmental research and public health*, 17(22), 8639.

Ci3.4 Svatosova, V. (2020). The importance of online shopping behavior in the strategic management of e-commerce competitiveness. *Journal of Competitiveness*, 12(4), 143.

Ci3.5 Marceda Bach, T., da Silva, W. V., Mendonça Souza, A., Kudlawicz-Franco, C., & da Veiga, C. P. (2020). Online customer behavior: perceptions regarding the types of risks incurred through online purchases. *Palgrave Communications*, 6(1), 13.

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