



Lista de lucrări

Conf.univ.dr.Nicoleta Dospinescu

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4. Bogdan Anastasiei, Nicoleta Dospinescu, (2019), *Electronic Word-of-Mouth for Online Retailers: Predictors of Volume and Valence*, Sustainability 2019, 11(3), 814; doi:10.3390/su11030814
5. Anastasiei B., Dospinescu N., (2018), *A model of the relationships between the Big Five personality traits and the motivations to deliver word-of-mouth online*, publicat in Psihologija, vol. 51, issue 2, WOS:000435496600004, ISSN: 0048-5705, DOI: 10.2298/PSI161114006, pages: 215-227
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10. Dospinescu N., Livedeanu, M., (2014), *Word of Mouth and Clothing Brands - Promoting Instruments in Social Media*, The Young Economists Journals, November 2014 issue 23, pp. 83-94
11. Dospinescu N., (2014), *The Public Relations Events in Promoting Brand Identity of the City*, Annals of “Dunarea de Jos” University of Galati Fascicle I. Economics and Applied Informatics Years XX – no1/2014, ISSN-L 1584-0409 ISSN-Online 2344-441X, pp.39-46
12. Dospinescu N., (2011), *The importance of negotiation and sales techniques on insurance market*, Analele Universității „Alexandru Ioan Cuza” Iași, Tomul LVIII -2011,Editura Alexandru Ioan Cuza Iași, ISSN: 0379-7864, pp. 235-246
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