

Conf.univ.dr.habil. **Andreia Gabriela ANDREI**

ACTIVITATE ȘTIINȚIFICĂ

a) Stagii de pregătire, cercetare sau predare:

- Cologne University, Germany - 2011
- University Grenoble Alpes (CERAG), France - 2015
- University of Insubria, Italy – 2018

b) Participări la congrese și conferințe:

- peste 50, în: Romania, Austria, France, Germany, Hungary, Ireland, Northern Ireland, Italy, Netherlands, Poland, Slovakia, Spain.

c) Articole științifice publicate in extenso în reviste cotate Web of Science cu factor de impact

- Vătămănescu, E.-M., Cegarra-Navarro, J.-G., **Andrei, A.G.**, Dincă, V.-M. and Alexandru, V.-A. (2020), SMEs strategic networks and innovative performance: a relational design and methodology for knowledge sharing, *Journal of Knowledge Management*, 24 (6), 1369-1392. <https://doi.org/10.1108/JKM-01-2020-0010> (JCR 2019: IF: 4.745; AIS: 0.507, Q1)
- **Andrei A.G.**, Zait A, Stoian C, Țugulea O., Manolica A. (2019). Citizen engagement in the 'post-truth era'. A knowledge management inquiry into the online spread of information. *Kybernetes*, 49(5): 1429-1443, <https://doi.org/10.1108/K-03-2019-0178> (JCR 2019: IF: 1.754; AIS: 0.172)
- Alexandru, V. A., Bolisani, E., **Andrei, A. G.**, Cegarra-Navarro, J. G., Martínez, A. M., Paiola, M., ... & Zięba, M. (2019). Knowledge management approaches of small and medium-sized firms: a cluster analysis. *Kybernetes*, 49, 73-87. (JCR 2019: IF: 1.754; AIS: 0.172)
- Gazzola P, Vătămănescu E-M, **Andrei A.G.**, Marrapodi C. (2019). Users' motivations to participate in the sharing economy: Moving from profits toward sustainable development. *Corporate Social Responsibility and Environmental Management*, <https://doi.org/10.1002/csr.1715> (JCR 2018: IF: 5.513; AIS: 0.579; Q1)
- Vătămănescu E.M., **Andrei A.G.**, & Pînzaru F. (2018). Investigating the online social network development through the Five Cs Model of Similarity: The Facebook case. *Information Technology & People*, 31 (1):84-110, <https://doi.org/10.1108/ITP-06-2016-0135> (JCR 2018: IF: 1.263; AIS: 0.449)

- Luca, F.A., Ciobanu, C.I., **Andrei, A.G.**, & Horodnic, A.V. (2018). Raising Awareness on Health Impact of the Chemicals Used in Consumer Products: Empirical Evidence from East-Central Europe. *Sustainability* 10(1), 209; <https://doi.org/10.3390/su10010209> (JCR 2018: IF: 2.592; AIS: 0.335)
- **Andrei, A.G.**, Zait, A., Vătămănescu, E.M., & Pînzaru, F. (2017). Word of mouth generation and brand communication strategy: findings from an experimental study explored with PLS-SEM. *Industrial Management & Data Systems*, 117 (3): 478 – 495. <https://doi.org/10.1108/IMDS-11-2015-0487> (JCR 2018: IF: 3.727; AIS: 0.448; Q1)
- **Andrei, A.G.**, Gazzola, P., Zbucnea, A., & Alexandru, V.A. (2017). Modeling socially responsible consumption and the need for uniqueness: a PLS-SEM approach. *Kybernetes*, 46(8): 1325 – 1340. <https://doi.org/10.1108/K-03-2017-0103> (JCR 2018: IF: 1.381; AIS: 0.157)
- Vătămănescu, E.M., **Andrei, A.G.**, Nicolescu, L., Pînzaru, F., & Zbucnea, A. (2017). The Influence of Competitiveness on SMEs Internationalization Effectiveness. Online versus Offline Business Networking. *Information Systems Management*, 34(3): 205-219. <http://dx.doi.org/10.1080/10580530.2017.1329997> (JCR 2018: IF: 2.042; AIS:0.274)
- Vătămănescu, E.-M., Pînzaru, F., **Andrei, A.G.**, & Zbucnea, A (2016). Investigating SMEs sustainability with partial least squares structural equation modeling. *Transformations in Business & Economics*, 15(3): 259-273. <http://www.transformations.knf.vu.lt/39/article/inve> (JCR 2018: IF:1.058; AIS:0.056)
- Păduraru T., Vătămănescu, E.-M., **Andrei A.G.**, Pînzaru F., Zbucnea A., Maha L.G., & Boldureanu G. (2016). Sustainability in Relationship Marketing: An Exploratory Model for the Industrial Field. *Environmental Engineering and Management Journal*, 15(7): 1635-1647. <http://eemj.eu/index.php/EEMJ/article/view/2996> (JCR 2018: IF:1.186; AIS:0.080)
- Vătămănescu, E.-M., **Andrei, A.G.**, Dumitriu, D.-L., & Leovaridis, C. (2016). Harnessing network-based intellectual capital in online academic networks. From the organizational policies and practices towards competitiveness. *Journal of Knowledge Management*, 20(3): 594 - 619. <https://doi.org/10.1108/JKM-05-2015-0208> (JCR 2018: IF: 4.604; AIS: 0.406; Q1)

d) Articole științifice publicate in extenso în reviste sau volume de conferințe indexate Web of Science fără factor de impact:

- Zait, A., & Andrei, A. G. (2019). Civic Engagement at the Crossroads of Online and Offline Spaces: A PLS-SEM Assessment. *Scientific Annals of Economics and Business*, 66(4), 559-572.
- Andrei A.G., Zait A., Vatamanescu M., Zbucnea A. (2019). Use of knowledge management strategies in SMEs: a radiography of the Romanian context. In Schiuma

D., Demartini P. & Yan M-R (Eds.) IFKAD 2019, Knowledge Ecosystems and Growth (pp. 2004 – 2012).

- Vatamanescu E-M., Dinca V-M., Andrei A.G., Alexandru V-A. (2019). Strategic networks and innovative performance: a relational design of knowledge sharing in small and medium-sized enterprises. In Schiuma D., Demartini P. & Yan M-R (Eds.) IFKAD 2019, Knowledge Ecosystems and Growth (pp. 2084 – 2094).
- Vătămănescu, E. M., Andrei, A. G., Gazzola, P., & Dominici, G. (2018). Online Academic Networks as Knowledge Brokers: The Mediating Role of Organizational Support. *SYSTEMS*, 6(2), 11. <https://doi.org/10.3390/systems6020011>
- Andrei, A. G., & Zait, A. (2018). Responsible consumption and civic engagement as sustainability oriented behaviors. In Bratianu C. et al. (eds.) *Strategica. Challenging the Status Quo in Management and Economics* (pp.1094-1102). Bucharest: Tritonic.
- Zait A., Andrei A.G., & Vatamanescu E-M. (2018). Researchers under Lens: Handling Knowledge from the Life of Mind towards Practical Outcomes for Smart Cities. In Meer H., Enthoven G. & Schiuma G. (eds.) *Proceedings IFKAD 2018*, Delft, Netherlands, 4-6 July 2018, pp.649-664.
- Alexandru V.A., Andrei A.G., Bolisani E., Cegarra Navarro J., Martinez-Martinez A., Paiola M., Scarso E., Vatamanescu E-M., Zieba M. (2018). Knowledge Management Approaches of Small and Medium-Sized KIBS Firms: a Descriptive Analysis of Four Countries. In Meer H., Enthoven G. & Schiuma G. (eds.) *Proceedings IFKAD 2018*, Delft, Netherlands, 4-6 July 2018, pp.1758-1773.
- Torp, A., Andrei, A.G., Purcarea, A.A. (2018). Human resource performance predictors based on the human energy profile. *Proceedings of the 12th International Conference on Business Excellence (ICBE)*, pp. 975-982. Poland: DE GRUYTER
- Torp, A., Andrei, A.G., Purcarea, A.A. (2017). The Relationship between an Employee's Energetic Structure and Professional Performance. In Pînzaru, F. et al. (eds.) (2017). *Strategica. Shift. Major Challenges of Today's Economy* (pp. 219-229). Bucharest: Tritonic,
- Zait, A., Andrei, A.G., Stoian C., Tugulea O. (2017). Empowering Civic Minded Citizens in Knowledge-Based Society. In Marimon, F et al.(eds.), *Proceedings of the 18th European Conference on Knowledge Management ECKM 2017* (pp. 1051-1058). Reading, UK: ACPI.
- Gorgos, E. A., Vătămănescu, E. M., & Andrei, A. G. (2016). Europeanization through students' lens: EU versus EaP citizens. Is there a collective identity?. *Eastern Journal of European Studies*, 7(2): 185-206. http://ejes.uaic.ro/EJES2016_vol7_issue2.htm
- Vătămănescu, E.M., Gorgos, E.A., Andrei, A. G. & Alexandru, V. A. (2016). The Technological advent and dynamics of the network society. The middle-aged approach. *BRAIN. Broad Research in Artificial Intelligence and Neuroscience*, 7(3):16-30. <http://www.edusoft.ro/brain/index.php/brain/article/view/621>

- Andrei, A.G., Zaiț, A., & Vătămănescu, E.-M. (2016). Why extending examination with non-parametric approaches? Insights from a study on advertisement's effectiveness. In Brătianu, C. et al. (eds.), *Strategica. Opportunities and Risks in the Contemporary Business Environment* (pp. 347-358). Bucharest: Tritonic.
- Vătămănescu E.-M., Zbucea, A., Pînzaru, F., & Andrei, A.G. (2016). The Impact of Relational Capital on SME Internationalization. Leveraging Online Versus Offline Business Networking. In Moffett, S., & Galbraith, B. (eds.), *Proceedings of the 17 European Conference on Knowledge Management* (pp. 926-935). Reading, UK: ACPI.
- Vătămănescu, E.-M., Gorgos, E.-A., & Andrei, A.G. (2016). Ethical challenges in the online media landscape. In Țăranu, A. (Ed.), *Proceedings of Third Academos Conference 2016. Governing for the Future: Interdisciplinary Perspectives for a Sustainable World* (pp. 1-10). Bologna: Medimond.
- Andrei A. G., Zait. A., Vătămănescu, E.M. (2015). Youths' trust in banking. An exploratory study among Romanian consumers. In *Proceedings of International Conference Euro and the European Banking System: Evolutions and Challenges*, pp.25-34.
- Zaiț, A, Berteia P.E. Andrei A.G. (2015) Present issues in entrepreneurship – a synthesis of antecedents and consequences at individual, organizational and societal level, In 21st Int Sci Conf of PGV Network - For Stronger Europe Renovation of the Economic, Entrepreneurial, Political, Teritorial and Educational, Slovakia.
- Vătămănescu, E.M., Gorgos, E.A., Andrei A. G. (2015). New media as a catalyst of european identity. In Pascariu G.C et al. (eds.), *EURINT 2015. Regional development and integration. New challenges for the EU* (pp. 353-370).
- Vătămănescu E.M., Andrei, A.G., Leovaridis, C, Dumitriu D. (2015). Exploring network-based intellectual capital as a competitive advantage. An insight into European universities from developing economies. In Cegarra Navarro J.G. (Ed.), *Proceedings of The 7th European Conference on Intellectual Capital ECIC 2015* (pp. 350-358). Reading, UK: ACPI,
- Vătămănescu E.M, Alexandru V.A., Andrei A.G. (2015). The relational leader. A preliminary framework for corporate intercultural accommodation. In Bratianu C. et al. (eds.) *Strategica. Local versus Global.* (pp. 303-312). Bucharest: Tritonic.
- Andrei A.G. & Zaiț A. (2014). Branding insights: an interdisciplinary journey from perception to action. In Brătianu, C et al. (eds.), *Strategica. Management, Finance, and Ethics.* (pp. 593-604). Bucharest: Tritonic.
- Andrei, A.G & Iacob, A. (2011). From user's motivations to branding: the case of social networks. In Airinei, D et al.. (eds), *Proceedings of 4th International Conference on Globalization and Higher Education in Economics and Business Administration – GEBA*, pp. 139-144.

- Andrei, A.G, Iacob, A., Iosub, D (2010). Motivations for Using Social Networking Sites: The Case of Romania. In Proceedings of International Economic Conference IECS 2010 - Economic World Destiny: Crisis and Globalization? Section III, pp. 11-16.

e) Articole în reviste indexate BDI

- Țugulea O., **Andrei A.G.**, Stoian Bobâlcă C., Manolică A. (2017). Online Buyer's Perspective of E-Shops Credibility: Measurement Dimensions. *Management Dynamics in the Knowledge Economy* 5 (4), 641-661.
- Zait, A., **Andrei, A.G.**, Horodnic, I.A., & Berteza, P.E. (2016). Stereotyping Effects on Cities: Measurement Scales for City's Warmth and Competence. *Management Dynamics in the Knowledge Economy* 4 (2): 263-275.
- Vătămănescu, E. M., Dumitriu D.L. ,**Andrei, A.G.**, Leovaridis C. (2015), Networking Intellectual Capital towards Competitiveness: An Insight into the European Higher Education Institutions, *Electronic Journal of Knowledge Management*, 13(3): 228 – 239.
- **Andrei A.G.** & Zaiț A. (2014). Perceptions of warmth & competence in online networking: an experimental analysis of a company launch. *Review of Economic and Business Studies*, 7(1):11-29.
- **Andrei A.G.** & Zaiț A. (2014). Worthy intentions on the road to brand trust. *Management Dynamics in the Knowledge Economy*, 2(3): 472-479.
- Vătămănescu, E.M., **Andrei, A.G.**, Pinzaru, F.M., Alexandru, V.A. (2014). An insight into romanian business consulting organizations from an ethical standpoint. *Management Dynamics in the Knowledge Economy*, 2(3): 440-452.
- Vătămănescu, E.M., Pînzaru, F., **Andrei, A.G.**, & Alexandru, V.A. (2014). Going International Versus Going Global. The Case of the European Steel Pipe SMEs. *Review of International Comparative Management*, 15(3), 360-379.
- **Andrei A.** (2012). Word of Mouse Approach for Word of Mouth Measurement. *The USV Annals of Economics and Public Administration*, 12(2): 87-93.
- Iacob, A. & **Andrei, A.G** (2011). Human Capital and Organizational Performance. *Managerial Challenges of the Contemporary Society*, 2/2011, pp. 130-136.
- **Andrei, A.G**, Iacob, A., Iosub, D (2010). Motivations for Using Social Networking Sites: The Case of Romania. *Revista Economică*, 5(52):17-22.
- Talaba, M. & **Andrei, A.G** (2010). Facets of pharmacists recommendation on over-the-counter market in Romania. *Studies and Scientific Researches - Economic Edition*, 15(2010): 493 – 500.

- **Andrei, A.G & Talaba M.** (2010). Brand Leadership in the contemporary economy. *Studies and Scientific Researches - Economic Edition*, 15(2010): 294-304.
- **Andrei, A.G. & Dumea, A.** (2010). Economics of Long Tail a Challenge for Branding. *The Annals of Stefan cel Mare University of Suceava. Fascicle of The Faculty of Economics and Public Administration*, 10 (2010): 210-216.

f) Cărți

- Andrei, A.G. (2017). Branding și comunicare online: Rolul percepțiilor privind intențiile și competența organizației. Iași: Editura Performantica. ISBN: 978-606-685-537-2
- Vătămănescu, E.M. & Andrei, A.G. (2014). Internaționalizarea afacerilor – dinspre analiza economică și de risc către leadershipul intercultural. București: Editura Tritonic. ISBN: 978-606-8571-44-7

g) Capitole în cărți:

- **Andrei, A. G., & Zaiț, A.** (2018). *The Sharing Economy in Post-communist Societies: Insights from Romania*. In Vătămănescu, E.M. & Pînzaru, F. (Eds.), *Knowledge Management in the Sharing Economy. Cross-Sectoral Insights into the Future of Competitive Advantage* (pp. 39 - 55). Cham: Springer International Publishing. DOI: 10.1007/978-3-319-66890-1; https://link.springer.com/chapter/10.1007/978-3-319-66890-1_3
- Vătămănescu E.M., **Andrei A.G.**, Leovaridis C., Dumitriu D.L. (2015). *The Intellectual Capital within Online Academic Networks. An Exploratory Approach*. In Vătămănescu E.M. (ed.) *Handling Knowledge: From Capitalization towards Innovation* (pp. 89-122). Verlag, LAP Lambert Academic Publishing, Saarbrucken, Germany..
- **Andrei A.G.** (2015). *Storytelling, marketing si branding*. In Pînzaru F.(ed) *Business storytelling: branduri si povesti* (pp. 95-122). Tritonic: Bucuresti.

h) Coordonarea și editarea de volume, traduceri și antologii: -

i) Contracte de cercetare științifică derulate doar prin Universitate

- PN-III-P1-1.1-MC-2018-1197
- PN-III-P1-1.1-MC-2017-1487
- PN-III-P1-1.1-MC-2017-1340

j) Citări și recenzii ale creației de autor (exclus autocitări):

- [H-index 9: raport citări Web of Science](#)
- [H-index 6: raport citări Scopus](#)
- [H-index 11: raport citări Google Scholar](#)

k) Materiale suport curs, seminar, lucrări practice și programe analitice detaliate:

- Marketing Operațional și Relațional
- Marketing Educațional
- Marketing
- Relații Publice
- Psihologia Consumatorului
- Negocieri în Afaceri Internaționale
- Etica afacerilor
- Empirical Social Research
- Business Research Methods
- Advanced quantitative research in management and marketing
- Academic writing

l) Tratate și manuale universitare: -