

Lector dr. univ. Berteza Patricea Elena

A. Teza de doctorat

1. **Relația dintre riscul perceput și intenția de cumpărare în comerțul electronic - o analiză din perspectiva marketingului, susținută în septembrie 2011, calificativ: Excelent**

B. Cărți și capitole în cărți publicate

1. **Patricea Elena Berteza, RISCUL ÎN COMERȚUL ELECTRONIC, Editura Performantica, Iasi, 2016, 221 pag**
2. **Patricea Berteza, Adrian Monoranu, Corneliu Munteanu, Tehnici Promotionale, Editura Performantica Iasi, 2016, 188pag.**

C. Lucrări indexate ISI/BDI publicate

1. Huțanu, A., Berteza, P.E., Iftode, D. (2020) Generation Z is going to work. What are its expectations? The International Conference The Future of Education – Conference Proceedings
2. Huțanu, A., Berteza, P.E. (2019) A Review of Eye Tracking, Elearning. eLearning & Software for Education, 1: 281-287. DOI: 10.12753/2066-026X-19-038
3. Patricia BERTEA, Ana MIHEI, **Social trust -differences and similarities between Eastern European countries**, EUROINT Conference Proceedings – EUROPEAN UNION IN TIMES OF CRISES – PERSPECTIVES AND SOLUTIONS, VOL 1, 2014, Iași, indexed ISI Thompson
4. Zait, Adriana, Berteza, Patricea Elena, **Financial literacy - conceptual definition and proposed measurement instrument** “Monetary, INTERNATIONAL CONFERENCE MONETARY, BANKING AND FINANCIAL ISSUES IN CENTRAL AND EASTERN EU MEMBER COUNTRIES, Iasi, 2014, indexed ISI Thompson
5. Berteza Patricea, Berteza Armand, **Factors that influence perceived risk in e-commerce**, International Conference Management of Technological Changes, Alexandroupolis, Grecia, septembrie 2011, indexed ISI Thompson
6. Berteza Patricea, Berteza Armand, **Measuring perceived risk in e-commerce – alternative methods for scale validation**, International Conference Management of Technological Changes, Alexandroupolis, Grecia, septembrie 2011, indexed ISI Thompson

7. Berteza Armand, Berteza Patricea, **A scale to measure perceived risk in e-learning adoption**, International Conference ELSE, București, aprilie 2011, indexed ISI Thompson
8. Berteza Armand, Berteza Patricea Elena, **Modelling intention to adopt e-learning programs**, The 6th International Seminar on Quality Management in Higher Education, iulie 2010
9. Berteza Patricea Elena, "From fearful to trustful – How perceived risk dimensions in e-commerce differentiate between consumers", Review of Economic and Business Studies" Volume VIII, Issue no.1 (XV), 2015
10. Bulai, Oana, Berteza, Patricea Elena, Experiential Marketing – a new paradigm, Revista Tineri Economisti, nr. 23, Nov 2014
11. Adriana Zait, Berteza Patricea Elena, Response Styles in Cross-Cultural Research – Evidence from Historical Regions, Cross-Cultural Management Journal, No. 4, 2014, p.21-29
12. Berteza Patricea Elena, Zait, Adriana, Scale validity in exploratory stages of research, Management & Marketing Review Craiova, vol XI, no.1, 2013
13. Zait, Adriana, Berteza, Patricea, Privacy risk - not a risk for Romanian online shoppers?, Management & Governance, no. 10/2013
14. Berteza, Patricea, Zait, Adriana, Perceived risk vs. intention to adopt e-commerce – a pilot study of potential moderators, Market - Review of Marketing Theory and Practice, Volume 25, Number 2, 2013, ISSN 1849-1383
15. Moisescu Ovidiu I., Berteza Patricea Elena, The Impact of Brand Awareness, Brand Knowledge and Price Positioning on Perceived Risks Associated to Buying Online from Travel Agencies, Revista Română de Marketing, Vol. 8, No. 3, 2013 (ISSN 1842-2454, p.13-22)
16. Adriana Zait, Berteza Patricea Elena, Methods for testing discriminant validity, Management & Marketing Review Craiova, vol IX no.2, 2011
17. Berteza Patricea, Ovidiu Moisescu, Perceived risk, price and online agencies: Does price always matter? Management & Marketing Review Craiova, vol IX no.1, June 2011
18. Berteza Patricea Elena, Scales for measuring perceived risk in e-commerce - testing influences on reliability, Management & Marketing Review Craiova, VIII no.2, June 2010
19. Berteza, Patricea Elena, Perceived risk and consumer protection strategies, The Young Economists Journal, VIII Special Issue, April 2010

D. Lucrări publicate în reviste și volume de conferințe cu referenți (neindexate)

Conferințe

1. Conferința Regională EMAC – 25-27 septembrie 2019, Saint Petersburg, cu lucrarea Huțanu, A., Berteza, P.E, Zaiț, A., To a better understanding of mobile versus desktop search behaviour – a research proposal
 2. Conferința Internațională EURINT – 17-18 mai 2019, Iași, cu lucrarea Huțanu, A., Berteza, P.E., Iftode, D., Generation Z is going to work. What are its expectations
 3. Conferința Națională a Școlii Doctorale de Consorțiu „Universitaria” – 28 iunie 2019, Iași, cu lucrarea Huțanu, A., Emotion and cognition in web search
 4. Conferința Internațională „Qualitative Research in Communication” – 26-27 septembrie 2019, București, cu lucrarea Huțanu, A., Berteza, P.E, Facebook vb Instagram – Competing for the love of users
 5. Conferința Internațională Strategica – 10-11 octombrie 2019, București, cu lucrarea Huțanu, A., Berteza, P.E, Search engine user behavior – A research proposal
 6. Conferința Internațională GEBA – 17-20 octombrie 2019, Iași, cu lucrarea Huțanu, A., Berteza, P.E, Does Google have a monopoly on search results? Presenting a review of organic search results, , Berteza, P.E., Huțanu, A., Evolution of paid ads – Tracking Google’s effort in making paid and organic results similar,
 7. Conferința Internațională „Marketing – from information to decision” – 25-26 octombrie 2019, Cluj-Napoca, cu lucrarea Huțanu, A., Berteza, P.E, Explaining migration of Facebook users to Instagram through novel qualitative methods, Marketing - from information to decision journal; Berteza, P.E, Huțanu, A., Measuring student happiness – The development of a scale, Marketing - from information to decision journal
 8. Patricia Berteza, **CAN RELIGION AND PERCEIVED ENVIRONMENTAL RISK INFLUENCE ANTI-CONSUMPTION BEHAVIOUR?**, Marketing from Information to decision International Conference, Cluj, 2015
 9. Cuciurhan, Mihaela, Berteza Patricea Elena, **STUDENTS' BEHAVIOR TOWARDS SEARCH ENGINE ADVERTISING - A QUALITATIVE STUDY FOR GOOGLE**, GEBA 2015, Iasi
 10. Berteza Patricea Elena, Zait Adriana, **ANTI-CONSUMPTION IN AN EMERGING ECONOMY: RELIGIOUS AND ENVIRONMENTAL DETERMINANTS. A RESEARCH PROPOSAL**, EMAC Regional Conference 2015, Viena
 11. Ana MIHEI, Patricia BERTEA, „Alexandru Ioan Cuza” University of Iasi, **EU integration and trade with higher education services in Eastern European Countries**, E, Iasi, EUROINT Conference 2014
 12. Berteza, Patricea, Van Herk, Hester, **A Method To Assess Validity Of Scales Developed In Western Countries For Use In Emerging Markets: An Example Using Perceived Risk In E-Commerce**, Proceedings of EMAC Regional Conference 2013, Sankt Petersburg
 13. Berteza Patricea Elena, **Risk relivers**, Conferința Unity and Diversity in Knowledge Society, Iasi, 27-30 septembrie 2012
 14. Berteza, Patricea Elena, **Perceived Risk In PSYCHOLOGY and Business ADMINISTRATION**, Proceedings of 8th Edition of International Conference “European Integration – New Challenges” - EINCO 2012, 25 – 26 May 2012, Faculty of Economic Sciences, University of Oradea, Romania.
 15. Berteza Patricea, Adriana Zait, **Reflective versus formative measurement models for perceived risk**, EMAC Regional Conference, Iasi, septembrie 2011
 16. Berteza, Patricea Elena, **Perceived Product Risk in E-commerce – Applying the Psychometric Paradigm**, German-French-Austrian Marketing Conference, Vienna, 15-17 Septembrie 2010
 17. Berteza, Patricea Elena, **Perceived product risk and product attributes - the moderating effect of source credibility**, EMAC Regional, Budapest, Septembrie 2010
 18. Berteza, Patricea Elena, **Perceived Risk and E-commerce Adoption - An Extension of the CAT Model**, Doctoral Colloquium, Academy of Marketing Conference, Coventry, England, Iulie 2010
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19. Berteza, Patricia. "**Measuring students' attitude towards e-learning: A case study.**" *Proceedings of 5th International Scientific Conference on eLearning and Software for Education, Bucharest, April 9th-10th.* 2009.
 20. Berteza, Patricea Elena, **Perceived risk and online shopping behaviour – a marketing perspective,** *Proceedings of International Conference „Institutions and economic performance”, Iași, Romania, November 2009*
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