

Lista de lucrări – Alexandra Raluca Jelea

TEZĂ DE DOCTORAT

“Smart consumers shaping smartly connected brands”, Școala Doctorală de Economie și Administrarea Afacerilor, UAIC, Iași, 2023. Coordonator: prof. univ. dr. Adriana Manolică

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2. Manolică, A., Ignat, I. D., **Jelea, R. A.** & Roman, T. (2020). Intelligently Connected Objects. Intelligently Connected Brands. Challenges of COVID-19 Pandemics for Economics and Business Administration. Conference Proceedings of the XIIth International Conference Globalization and Higher Education in Economics and Business Administration. GEBA 2020p. 270-302.

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3. Manolică, A., Muntean, E., & **Jelea, R. A.** (2021). The Brand Reflected in the Mind of the Consumer. Conceptual Map of the Starbucks Brand. Ovidius University Annals, Economic Sciences Series, 21(2), 797-806.

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4. **Jelea, A. R.**, & Roșu, M. A. (2021). Brand Associations In Relation To Content Marketing. Pandemic Challenges For European Finance, Business And Regulation Eufire 2021, 437.

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7. Mațcu, M., Faraonel, V. B., & **Jelea, A. R.** (2022). A Comparative Study Of Romanian Students' Perceptions On Cryptocurrencies Before And After The 2022 Cryptocurrency Market Cap Collapse. Centre For European Studies (Ces) Working Papers, 14(4).

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8. Brumă, I. S., **Jelea, A. R.**, Rodino, S. (2023). Organic Agriculture And Products Certified Under Quality Schemes In Romania. Annals Series on Agriculture, Silviculture and Veterinary Medicine, PRINT ISSN 2069 – 1149 ONLINE ISSN 2344 –2085

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1. Roman, T., Manolică, A., & **Jelea, A. R.** (2019). The First Meeting with a Brand. Does the First Impression Matter?. STRATEGICA, 335. WOS:000535852900035. (ISI Proceedings)

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1. **Jelea, A. R.** (2017), Economic Crisis Implications on Labour Market for EU Countries. 7th International Conference of ASECU Youth, 20-27.08.2017, Possidi, Greece.

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2. **Jelea, A. R.**, (2019). Poverty and Income Inequality in South and Eastern European Countries. Sustainable Development GOALS 2030: Challenges for South and Eastern European Countries and the Black Sea Region, 100. Novosibirsk, Russia. Conference Proceedings, 2020, ISBN 978-5-7014-0987-1, 15-22.

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3. Alexandra Raluca Jelea. Poverty and Income inequality in South and Eastern European Countries, 8th ASECU Youth International Conference and Summer School, Ravda, Bulgaria, 2019.
4. Adriana Manolica/Teodora Roman/Iuliana Diana Ignat/Alexandra Raluca Jelea. Intelligently connected objects. Intelligently connected brands, GEBA, Iași, România, 2020.
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6. Alexandra Raluca Jelea/ Mircea Alexandru Roșu. Brand content marketing, Marketing – from Information to Decision, Cluj, România, 2020.

7. Adriana Manolica/Antoneta Ciobăniță/Alexandra Raluca Jelea. Are there positive words in Marketing? A study on the vibrational frequency of marketing words, GEUC, Constanța, România, 2020.
8. Alexandra Raluca Jelea/ Mircea Alexandru Roșu. Brand associations in relation to content marketing, EU FIRE, Iași, România, 2021.
9. Alexandra Raluca Jelea. A literature review approach on Neuromarketing, 10th ASECU SUMMER SCHOOL AND CONFERENCE, Iași, România, 2021.
10. Daniela Minea/Adriana Manolica/ Teodora Roman/Alexandra Raluca Jelea. Visual brand communication on Instagram. A study on consumer engagement, GEBA, Iași, România, 2021.
11. Adriana Manolica/ Elena Muntean/ Alexandra Raluca Jelea. The brand reflected in the mind of the consumer. Conceptual map of the Starbucks brand., GEUC, Constanța, România, 2021.
12. Benjamin-Vlăduț Faraonel/ Mara Mațcu/ Alexandra Raluca Jelea. Romanian students perception of cryptocurrencies, Skopje, Republica Macedonia de Nord, 2022.
13. Benjamin-Vlăduț Faraonel/ Mara Mațcu/ Alexandra Raluca Jelea. Romanian students perception of cryptocurrencies, PIGE, Constanța, România, 2022.
14. Alexandra Raluca Jelea. Smartly connected brands. A sustainable perspective, 11th ASECU SUMMER SCHOOL AND CONFERENCE, Nitra, Slovakia, 2022.
15. Alexandra Raluca Jelea, Adriana Manolică, Teodora Roman, Patricea Elena Berteau. Smart consumer – a first qualitative step for a scale development, International Conference On Economics, International Business And Cross-Cultural Communication, Iași, România, 2023.