

Author: Assoc. Prof. Dr. Lavinia DOVLEAC

Habilitation thesis title: *Marketing research regarding the impact of technology on individual consumers and companies in the digital era*

Domain: MARKETING

PUBLICATIONS LIST

RELEVANT PAPERS

1. Maican, C.; Cazan, A. M.; Lixăndroi, R.; **Dovleac, L.**; Maican, M.A. (2021) Exploring the factors influencing the use of communication and collaboration applications. *Journal of Organizational and End User Computing*, ISSN: 1546-2234, 33 (4), pag. 94-124, WOS:000678153100006
<https://www.igi-global.com/article/exploring-the-factors-influencing-the-use-of-communication-and-collaboration-applications/280491>
2. Suci (Vodă), A.D, Tudor, A.I.M., Chițu, I. B., **Dovleac, L.**, Brătucu, G. (2021), IoT Technologies as Instruments for SMEs' Innovation and Sustainable Growth, *Sustainability*, 13(11) pagini:1-17 ISSN: 2071-1050 WOS:000660725100001
<https://www.mdpi.com/2071-1050/13/11/6357>
3. Brătucu, G.; Tudor, A.I.M., **Dovleac, L.**, Sumedrea, S., Chițu, I. B., Trifan, A. (2020), The impact of new technologies on the individuals' health perceptions in the European Union. *Sustainability*, 12, pag. 1-14, ISSN:2071-1050, DOI:10.3390/su122410349, WOS:000603311400001
<https://www.mdpi.com/2071-1050/12/24/10349>
4. Lixăndroi, R.; Maican, C.; Epuran, Gh.; Brătucu, G.; **Dovleac, L.** (2020) Personalized Online Marketing Using Facial Recognition. *Journal of Smart Economic Growth*, ISSN: 2537-141X, 5(2), pag. 1–10
<https://jseg.ro/index.php/jseg/article/view/109>
5. Brătucu, G, Constantin, C. P., Chițu, I. B., Grădinaru, E., **Dovleac, L.** (2019) Approaching the bioeconomy in terms of increasing the energy efficiency in households in Romania, *Amfiteatru Economic*, 21(50), pp. 90-104, ISSN Online: 2247–9104 WOS:000456190000007, DOI:10.24818/EA/2019/50/90
<https://www.amfiteatruconomic.ro/ArticolEN.aspx?CodArticol=2792>
6. Brătucu, G., Trifan, A., **Dovleac, L.**, Chițu, I. B., Todor, R. D., Brătucu, R. (2019) *Acquisition of Electric Vehicles—A Step towards Green Consumption. Empirical Research among Romanian Students*, *Sustainability* 11(23), pp. 6639-6653, ISSN 2071-1050, WOS:000508186400111, DOI:10.3390/su11236639
<https://www.mdpi.com/2071-1050/11/23/6639>
7. Maican, C.; Cazan, A. M.; Lixăndroi, R.; **Dovleac, L.** (2019) A study on academic staff personality and technology acceptance: The case of communication and collaboration

applications. Computers & Education, ISSN: 0360-1315, 128, pag. 113–131, WOS:000451939200009,

<https://www.sciencedirect.com/science/article/pii/S036013151830246X>

8. **Dovleac, L.**, Szakal, A., Trifan, A. (2019), Perspectives of using augmented reality in promoting companies' activity. Bulletin of the Transilvania University of Braşov. Series V: Economic Sciences, 12 (61) No. 2 – 2019

<https://doi.org/10.31926/but.es.2019.12.61.2.1>

https://webbut.unitbv.ro/index.php/Series_V/article/view/1257

9. Brătucu, G.; Chiţu, I. B., **Dovleac, L.**, Ştefan, M. (2017), The influence of education and internet access on health status in European Union, JOURNAL OF SMART ECONOMIC GROWTH, 2 (4), ISSN: 2537-141X

<https://jseg.ro/index.php/jseg/article/view/28>

10. **Dovleac, L.** (2015). The role of new communication technologies in companies' sustainability. Bulletin of the Transilvania University of Braşov. Series V: Economic Sciences, 8 (57), no.1-2015, pp.33-40

https://intranet.unitbv.ro/Portals/0/UserFiles/User568/BUT_1_Dovleac_L.pdf

PHD THESIS

Marketing of high-technology products

PATENTS

-

BOOKS:

Dovleac, L. (2017), *Marketinul inovaţiei (Marketing of Innovations)*, Editura Universitară, ISBN: 978-606-28-0647-7; no.of pages:122

JOURNAL ARTICLES

- Suci (Vodă), A.D, Tudor, A.I.M., Chiţu, I. B., **Dovleac, L.**, Brătucu, G. (2021), IoT Technologies as Instruments for SMEs' Innovation and Sustainable Growth, Sustainability, 13(11) pagini:1-17 ISSN: 2071-1050 WOS:000660725100001
- Maican, C.; Cazan, A. M.; Lixăndroiu, R.; **Dovleac, L.**; Maican, M.A. (2021) Exploring the factors influencing the use of communication and collaboration applications. Journal of Organizational and End User Computing, ISSN: 1546-2234, 33 (4), pag. 94-124, WOS:000678153100006
- Brătucu, G.; Tudor, A.I.M., **Dovleac, L.**, Sumedrea, S., Chiţu, I. B., Trifan, A. (2020), The impact of new technologies on the individuals' health perceptions in the European Union. Sustainability, 12, pag. 1-14, ISSN:2071-1050, DOI:10.3390/su122410349, WOS:000603311400001
- Lixăndroiu, R.; Maican, C.; Epuran, Gh.; Brătucu, G.; **Dovleac, L.** (2020) Personalized Online Marketing Using Facial Recognition. Journal of Smart Economic Growth, ISSN: 2537-141X, 5(2), pag. 1–10

- Brătucu, G., Constantin, C.P., Chițu, I.B., Grădinaru, E., **Dovleac, L.** (2019) „Approaching the bioeconomy in terms of increasing the energy efficiency of households in Romania”. *Amfiteatru Economic*, 21(50), pp. 90-104.
- Maican, C.I., Cazan, A.M., Lixăndroi, R.C., **Dovleac, L.** (2019). “A study on academic staff personality and technology acceptance: The case of communication and collaboration applications”. *Computers & Education*, 128, pp: 113-131.
- Duguleană, L., Bălășescu, M., Duguleană, C., Bălășescu, S., Neacșu, N.A., **Dovleac, L.** (2018). “Dynamic analysis of European organic agricultural areas in the context of sustainable development”, *Outlook on Agriculture*, 47(1) pp: 27-35.
- Epuran, Gh., **Dovleac, L.**, Ivasciuc, I.S., Tescașiu, B. (2015). „Sustainability and organic growth marketing: an exploratory approach on valorisation of durable development principles in tourism”, *Amfiteatru Economic*, 17(40), pp. 927-937.
- **Dovleac, L.**, Brătucu, T.O., Brătucu, G., Chițu, I.B. (2018). “Essential values of subjective well-being for the development of a sustainable society. Romanian experience.” *Journal of Smart Economic Growth*, 3 (2), ISSN: 2537-141X, pp.1-6.
- Brătucu, T.O., Brătucu, G., Chițu, I.B., **Dovleac, L.** (2018). “Influence of students mentality towards gender on the development of Romanian women’s career”. *Journal of Smart Economic Growth*, 3 (2), ISSN: 2537-141X, pp.7-12.
- Tofan, M., Brătucu, G., Chițu, I.B., **Dovleac, L.** (2018). “Romania's breast cancer and healthcare education”. *Journal of Smart Economic Growth*, 3 (2), ISSN: 2537-141X, pp.13-19.
- Brătucu, G., Chițu, I.B., **Dovleac, L.**, Ștefan, M. (2017). “The influence of education and internet access on health status in European Union”, *Journal of Smart Economic Growth*, 2 (4), ISSN: 2537-141X, pp.1-12.
- Bălășescu, M., **Dovleac, L.** (2017). „The interest of Romanian consumers in using QR codes in restaurants and pubs.” *Buletinul Universității Transilvania din Brașov, seria V Științe Economice*, Vol. 10 (59) No. 1, ISSN 2065-2194, pp. 9-14.
- Tache, I., Brătucu, G., Chițu, I.B., **Dovleac, L.** (2017). “Improving the relationship between higher education institutions and business environment in South-Eastern Europe: A case study”. *International Journal of Economics and Business Administration*, Vol. V, Issue 2, pp. 3-13.
- **Dovleac, L.** (2015). „The role of new communication technologies in companies’ sustainability”, *Buletinul Universității Transilvania din Brașov, seria V Științe Economice*, Vol. 8 (57) No. 1, ISSN 2065-2194, pp. 33-40.
- **Dovleac, L.** (2015). „Innovation and new technologies – pillars for a business sustainable development”, *Buletinul Universității Transilvania din Brașov, seria V Științe Economice*, Vol. 8 (57) No. 2, ISSN 2065-2194, pp. 385-390
- Enache I.C., **Dovleac, L.** (2015). “The innovation degree as a decisive factor in promoting new products. Comparative study comparative study: Romania – Poland”, *Romanian Journal of Marketing*, nr.3/2015, ISSN 1842-2454, pp. 70-80.
- **Dovleac L.**, Bălășescu M., Bălășescu S. (2015). „The perceptions of Romanian young entrepreneurs regarding the challenges of an innovative business environment”, *Management & Marketing*(Craiova), ISSN 1841-2416, pp.78-91.

- Bălășescu S., **Dovleac, L.** (2013). „The Implications of innovation process on the marketing of high-technology products”, *Analele Universității „Constantin Brâncuși” din Târgu Jiu, Seria Științe Economice*, nr. 6/2013, ISSN 2344 – 3685/ISSN-L 1844 – 7007, pp. 271-277.
- **Dovleac, L.**, Bălășescu M. (2013). „Effective solutions for promoting high – technology products”, *Revista Economica*, vol. 65, nr.5/2013, ISSN: 1582-6260, pp. 87-101.
- **Dovleac L.**, Bălășescu M. (2013). „Particularities of marketing decisions for innovative companies from high-tech industries”, *Revista de Management & Marketing*, vol. XI, nr.1/2013, ISSN: 1841 – 2416, pp. 157-172.

PAPERS IN INTERNATIONAL CONFERENCES

- Tache, I., **Dovleac, L.** (2017). “Tackling cyber attacks in the European Union”. Conferința Internațională “Defense Resources Management in the 21th century” (DRESMARA), 19-20 noiembrie, Brașov, România.
- Tache, I., Brătucu, G., **Dovleac, L.**, Chițu, I. (2017). “Solutions for improving the relationship between higher education institutions and business environment from the Romanian economist students’ perspective.” International Conference on Applied Business & Economics (ICABE), 28-30 septembrie, Sofia, Bulgaria, ISSN 1108-2976.
- **Dovleac, L.**, Epuran, Gh., Micu, A.E. (2015). „The influence of sustainable development principles on shaping the companies marketing policy”. International Conference “Risk in Contemporary Economy”, XVIth Edition, 2015, Galați, Romania, ISSN-L 2067-0532, ISSN online 2344-5386, pp. 560-565.
- **Dovleac, L.** (2014). „A new approach of consumer behaviour regarding high-tech products in knowledge-based society”, 5th International Conference (LUMEN), Transdisciplinarity and Communicative Action, 21-22 noiembrie, Târgoviște, România, ISBN 978-88-7587-713-2, pp.269-274.
- **Dovleac, L.**, Tache I. (2013). “Impact of Eastern Partnership on the economic development of Georgia and Ukraine”, Conferința Internațională EURINT “The EU as a model of soft power in the eastern neighborhood”, Iași 2013, Editura Universității Alexandru Ioan Cuza Iași, ISBN 978-973-703-892-0, pp. 407 -422.
- **Dovleac, L.**, Bălășescu M., Bălășescu S., Anton C. (2011). „The dimensions of Romanian consumers’ interest in adopting high-tech products”, Simpozionul Internațional ISAEED 2011, China 2011, Seria: Communications in Computer and Information Science, vol. 211, ISBN 978-3-642-23061-5, pp. 154-160.

Date

12.10.2022

Lavinia DOVLEAC

