

Universitatea Transilvania din Braşov  
Facultatea Ştiinţe economice şi administrarea  
afacerilor  
Departamentul Marketing, Turism-Servicii şi Afaceri  
Internaţionale

Poz. Postului: 41  
Disciplinele postului:  
Marketing şi afaceri globale  
Afaceri internaţionale  
Activitate de cercetare ştiinţifică  
Marketing internaţional  
Strategii de marketing în afacerile internaţionale  
Economie generală

## FIŞA DE VERIFICARE A ÎNDEPLINIRII STANDARDELOR UNIVERSITĂŢII

**Postul: LECTOR UNIVERSITAR poziţia 41**

publicat în Monitorul Oficial al României<sup>1</sup> nr. 93 din data de 10.IV.2025

Candidat: **CIOBANU ELIZA**  
Funcţia actuală **ASISTENT UNIVERSITAR**

Data naşterii **24.XII.1995.**  
Instituţia **UNIVERSITATEA TRANSILVANIA DIN BRAŞOV**  
Facultatea de Ştiinţe economice şi administrarea afacerilor  
Departamentul de Marketing, Turism-Servicii şi Afaceri  
Internaţionale

### 1. Studii universitare (licenţă şi masterat)

| Nr. crt. | Instituţia de învăţământ superior şi facultatea                                                      | Domeniul                                                            | Perioada       | Titlul acordat                               |
|----------|------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------|----------------|----------------------------------------------|
| 1.       | Universitatea „Transilvania” din Braşov, Facultatea de Ştiinţe economice şi administrarea afacerilor | Economie şi afaceri internaţionale/afaceri internaţionale           | 2014-2017      | Licenţiată în ştiinţe economice              |
| 2.       | Universitatea „Transilvania” din Braşov, Facultatea de Ştiinţe economice şi administrarea afacerilor | Economie şi afaceri internaţionale/relaţii economice internaţionale | 2017-2019      | Master în economie şi afaceri internaţionale |
| 3.       | Universitatea „Lucian Blaga” din Sibiu, Facultatea de Ştiinţe economice şi administrarea afacerilor  | Marketing                                                           | 2024 – prezent | -                                            |

### 2. Studii de doctorat

| Nr. crt. | Instituţia organizatoare de doctorat                                        | Domeniul  | Perioada  | Titlul ştiinţific acordat |
|----------|-----------------------------------------------------------------------------|-----------|-----------|---------------------------|
| 1.       | Universitatea „Transilvania” din Braşov, Şcoala Doctorală Interdisciplinară | MARKETING | 2019-2022 | DOCTOR                    |

<sup>1</sup> Numărul documentului se completează numai în cazul posturilor pe perioadă nedeterminată.

### 3. Studii și burse postdoctorale (stagii de cel puțin 6 luni)

| Nr. crt. | Instituția | Domeniul/<br>Specializarea | Perioada | Tipul de bursă |
|----------|------------|----------------------------|----------|----------------|
| -        | -          | -                          | -        | -              |

### 4. Standarde minimale ale universității

| Post didactic | Realizări conform standardelor proprii ale universității                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|---------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Lector        | <b>Îndeplinirea criteriilor CA ale Universității – conform HCA 28/12.07.2017</b>                                                                                                                                                                                                                                                                                                                                                                                                                            |
|               | <b>(i) 8 articole publicate în revistă cotate ISI/WoS ca prim-autor, cu SRI &gt; 0,5:</b>                                                                                                                                                                                                                                                                                                                                                                                                                   |
|               | <b>Articol 1:</b> Ciobanu E., Bărbulescu O. – <i>Beyond the Bottom Line: The Role of Personal Characteristics in Healthcare Entrepreneurship</i> . Administrative Sciences. 2025, 15(1), 28. DOI10.3390/admsci15010028. <a href="https://doi.org/10.3390/admsci15010028">https://doi.org/10.3390/admsci15010028</a> . WOS:001404009700001 – SRI: 0,843.                                                                                                                                                     |
|               | <b>Articol 2:</b> Nichifor E., Brătucu G., Chițu I.B., Lupșa-Tătaru D.A., Chișinău E.M., Todor R.D., Albu R.G., Bălășescu S. – <i>Utilising Artificial Intelligence to Turn Reviews into Business Enhancements through Sentiment Analysis</i> . Electronics. 2023, 4538, 12(21), DOI10.3390/electronics12214538. <a href="https://www.mdpi.com/2079-9292/12/21/4538">https://www.mdpi.com/2079-9292/12/21/4538</a> . WOS:001100505100001 – SRI: 0,907.                                                      |
|               | <b>Articol 3:</b> Nichifor E., Brătucu G., Chițu I.B., Țierean, O.M., Lită, A.V., Zamfirache A., Vuță, D.R. – <i>Getting users out of the loop: Key factors to surpass the messy middle point</i> . 2023. <i>Electronic Commerce Research And Applications</i> , 59, 101264. DOI10.1016/j.elerap. 2023 101264 <a href="https://bit.ly/4evQbny">https://bit.ly/4evQbny</a> . WOS:001008969400001 – SRI: 2,256.                                                                                               |
|               | <b>Articol 4:</b> Nichifor E., Lixăndroiu R.C., Maican I.C., Sumedrea S., Chițu B., Chițu I.B., Tecău A.S., Brătucu G. – <i>Unlocking the Entrepreneurial State of Mind for Digital Decade: SMEs and Digital Marketing</i> . <i>Electronics</i> 2022 11(15) 2358. <a href="https://doi.org/10.3390/electronics11152358">https://doi.org/10.3390/electronics11152358</a> , WOS:000840196300001 – SRI: 0,907.                                                                                                 |
|               | <b>Articol 5:</b> Nichifor, E., Lixăndroiu R.C, Chițu I.B., Brătucu G., Trifan A. – <i>How Does Mobile Page Speed Shape In-between Touchpoints in the Customer Journey? A Research Regarding the Most Trusted Retailers in Romania</i> . 2021. <i>Journal of Theoretical and Applied Electronic Commerce Research</i> 2021, 16(5), 1369-1389. <a href="https://doi.org/10.3390/jtaer16050077">https://doi.org/10.3390/jtaer16050077</a> . WOS:000665353000001 – SRI: 1,168.                                 |
|               | <b>Articol 6:</b> Nichifor, E., Lixăndroiu R.C, Chițu I.B., Brătucu G., Sumedrea S., Maican I.C., Tecău S.A.- <i>Eye Tracking and an A/B Split Test for Social Media Marketing Optimisation: The Connection between the User Profile and Ad Creative Components</i> . 2021. <i>Journal of Theoretical and Applied Electronic Commerce Research</i> 2021 16(6), 2319-2340; <a href="https://www.mdpi.com/0718-1876/16/6/128">https://www.mdpi.com/0718-1876/16/6/128</a> , WOS:000699811400001 – SRI: 1,168. |
|               | <b>Articol 7:</b> Nichifor, E., Lixăndroiu R.C, Sumedrea S., Chițu I.B., Brătucu G., – <i>How Can SMEs Become More Sustainable? Modelling the M-Commerce Consumer Behaviour with Contingent Free Shipping and Customer Journey's Touchpoints Optimisation</i> . Sustainability. 2021, 13(12), DOI:                                                                                                                                                                                                          |



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|  | <p>0.24818/EA/2021/56/87, <a href="https://www.mdpi.com/2071-1050/13/12/6845">https://www.mdpi.com/2071-1050/13/12/6845</a>.<br/>WOS:000612310500006 – SRI: 0,860.</p> <p><b>Articol 8: Nichifor, E.,</b> Trifan, A., Nechifor, M.E. – <i>Artificial Intelligence in Electronic Commerce: Basic Chatbots and Consumer Journey</i>. <i>Amfiteatru Economic</i> 2021, 23(56), pp. 87-101, DOI: 0.24818/EA/2021/56/87, <a href="https://www.amfiteatruconomic.ro/temp/Article_2980.pdf">https://www.amfiteatruconomic.ro/temp/Article_2980.pdf</a><br/>WOS:000612310500006 – SRI: 0,551.</p> <p><b>(i) Două cărți de specialitate la o editură cu prestigiu recunoscut:</b><br/> <b>Ciobanu E.</b> – „<i>Strategii de marketing în afacerile internaționale – o perspectivă a Societății 5.0.</i>” 2025. Editura Universitară, București. ISBN: 978-606-28-2018-3<br/> <b>Nichifor E., Brătucu G.</b> – “<i>Marketingul digital - o soluție pentru dezvoltarea ecosistemului antreprenorial din România</i>”. 2022. Editura Universitară, București. ISBN: 978-606-28-1538-7. <a href="https://bit.ly/3TXT887">https://bit.ly/3TXT887</a>.</p> |
|  | <p><b>Îndeplinirea criteriilor de concurs (conform metodologiei UTBv aprobate de Senat)</b></p> <p>(i) deținerea diplomei de doctor (seria J nr. 0056929) în domeniul postului (Economie și afaceri internaționale), confirmat prin OM-6471/28.12.2022.</p> <p>(ii) îndeplinirea standardelor proprii ale universității:</p> <ul style="list-style-type: none"> <li>- media de absolvire a ciclului de licență cel puțin 8,50 (opt și 50%), [(media anilor de studii + media la examenul de licență/diploma)/2]: <b>media anilor de studii = [(9,45 + 9,62)/2]=9,53 (nouă și 53%)</b>.</li> <li>- 5 articole/studii în domeniul disciplinelor postului publicate în reviste sau în volumele manifestărilor științifice recunoscute la nivel național sau internațional sau realizări artistice și sportive: <b>Tabel 1.</b></li> <li>- un volum de specialitate (monografie sau manual universitar) pentru una din disciplinele postului aflat în concurs: <b>Tabel 2.</b></li> </ul>                                                                                                                                                       |

**Tabel 1. Lista articolelor publicate în revistă cotate WoS**

| NR. | REFERINȚE                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|-----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1   | Candrea A.N., <b>Ciobanu E.</b> , Nechita F., Brătucu g., Coman E., Șchiopu C., Alexandrescu M.B. – How Do Visitors to Mountain Museums Think? A Cross-Country Perspective on the Sentiments Decoded from TripAdvisor Reviews. <i>Electronics</i> . 2025. 14(8) 1637; WOS:001474866600001. <a href="https://doi.org/10.3390/electronics14081637">https://doi.org/10.3390/electronics14081637</a> .                                                      |
| 2   | <b>Ciobanu E.</b> , Bărbulescu O. – Beyond the Bottom Line: The Role of Personal Characteristics in Healthcare Entrepreneurship. <i>Administrative Sciences</i> . 2025.28 15(1), DOI10.3390/admsci15010028. WOS:001404009700001. <a href="https://doi.org/10.3390/admsci15010028">https://doi.org/10.3390/admsci15010028</a> .                                                                                                                          |
| 3   | Anton C.E., <b>Ciobanu E.</b> , Brătucu G., Bucs, L. – Using Chatbots to Enhance Integrated Reporting: Insights from Accounting and Consultancy Companies from Romania. <i>Electronics</i> . 2024. 4801 13(23). WOS:001377869900001. <a href="https://doi.org/10.3390/electronics13234801">https://doi.org/10.3390/electronics13234801</a> .                                                                                                            |
| 4   | Coman E., Stoicov I., Țîru L.G., Brătucu G., <b>Ciobanu E.</b> , Nechita F., Bucs, L., Coman C. – Work Engagement and Performance of Romanian School Teachers During the COVID-19 Pandemic: The Impact of Sociodemographic and Contextual Factors. <i>Administrative Sciences</i> . 2024. 305 14(11), DOI10.3390/admsci14110305. WOS:001363542700001. <a href="https://www.mdpi.com/2076-3387/14/11/305">https://www.mdpi.com/2076-3387/14/11/305</a> . |
| 5   | Szakal A.C., Brătucu G., <b>Ciobanu E.</b> , Chițu I.B., Mocanu A.A., Bălășescu M., Ialomițianu G. – Evaluating the Impact and Perception of Influencer Marketing Among Romanian Consumers-Insights from Quantitative Research. <i>Administrative Sciences</i> . 2024, 276, 14(11). DOI10.3390/admsci14110276. WOS:001363510100001. <a href="https://www.mdpi.com/2076-3387/14/11/276">https://www.mdpi.com/2076-3387/14/11/276</a> .                   |
| 6   | Brătucu G., <b>Ciobanu E.</b> , Chițu I.B., Lită A.V., Zamfirache A., Bălășescu M. – The Use of Technology Assisted by                                                                                                                                                                                                                                                                                                                                  |



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|----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|    | Artificial Intelligence Depending on the Companies' Digital Maturity Level. <i>Electronics</i> . 2024, 1687, 13(9). DOI10.3390/electronics13091687. WOS:001219944900001. <a href="https://www.mdpi.com/2079-9292/13/9/1687">https://www.mdpi.com/2079-9292/13/9/1687</a> .                                                                                                                                                                                                                                                                                                                                   |
| 7  | Mocanu A.A., Brătucu G., <b>Ciobanu E.</b> , Chițu I.B., Szakal A.C. – Can the Circular Economy Unlock Sustainable Business Growth? Insights from Qualitative Research with Specialists in Romania. <i>Sustainability</i> . 2024, 2031 16(5), DOI10.3390/su16052031. WOS:001183106800001. <a href="https://www.mdpi.com/2071-1050/16/5/2031">https://www.mdpi.com/2071-1050/16/5/2031</a> .                                                                                                                                                                                                                  |
| 8  | Szakal A.C., Brătucu G., <b>Ciobanu E.</b> , Chițu I.B., Mocanu A.A., Ialomițianu G. – Exploring Influencing Marketing-Consumer Insights and Creators' Perspectives. <i>Sustainability</i> . 2024, 1845, 16 (5). DOI10.3390/su16051845. WOS:001183031400001. <a href="https://www.mdpi.com/2071-1050/16/5/1845">https://www.mdpi.com/2071-1050/16/5/1845</a> .                                                                                                                                                                                                                                               |
| 9  | Litră, A.V., <b>Nichifor E.</b> , Chițu I.B., Zamfirache A., Brătucu G. – The Dilemma of the European Integration Principle-Ensuring Energy Independence of the European Union. <i>Sustainability</i> . 2024, 15560, 15(21), DOI10.3390/su152115560. WOS:001100321700001. <a href="https://www.mdpi.com/2071-1050/15/21/15560">https://www.mdpi.com/2071-1050/15/21/15560</a> .                                                                                                                                                                                                                              |
| 10 | <b>Nichifor E.</b> , Brătucu G., Chițu I.B., Lupșa-Tătaru D.A., Chișinău E.M., Todor R.D., Albu R.G., Bălășescu S. – Utilising Artificial Intelligence to Turn Reviews into Business Enhancements through Sentiment Analysis. <i>Electronics</i> . 2023, 4538, 12(21), DOI10.3390/electronics12214538. WOS:001100505100001. <a href="https://www.mdpi.com/2079-9292/12/21/4538">https://www.mdpi.com/2079-9292/12/21/4538</a>                                                                                                                                                                                |
| 11 | Lupșa-Tătaru D.A., <b>Nichifor E.</b> , Dovleac L., Chițu I.B., Todor R.D., Brătucu G. – Buy Now Pay Later-A Fad or a Reality? A Perspective on Electronic Commerce. <i>Economies</i> . 2023, 218 11(8). DOI10.3390/economies11080218. WOS:001057369100001. <a href="https://www.mdpi.com/2227-7099/11/8/218">https://www.mdpi.com/2227-7099/11/8/218</a> .                                                                                                                                                                                                                                                  |
| 12 | <b>Nichifor E.</b> , Brătucu G., Chițu, I.B., Țierean, O.M., Litră, A.V., Zamfirache A., Vuță, D.R. – Getting users out of the loop: Key factors to surpass the messy middle point. <i>Electronic Commerce Research And Applications</i> , 2023, 101264, 59. DOI10.1016/j.eelerap.2023.101264. WOS:001008969400001. <a href="https://www.sciencedirect.com/science/article/abs/pii/S1567422323000297">https://www.sciencedirect.com/science/article/abs/pii/S1567422323000297</a> .                                                                                                                          |
| 13 | Dovleac L., Chițu I.B., <b>Nichifor E.</b> , Brătucu G. – Shaping the Inclusivity in the New Society by Enhancing the Digitainability of Sustainable Development Goals with Education. <i>Sustainability</i> . 2023, 3782 15(4). DOI10.3390/su15043782. WOS:000941271600001. <a href="https://www.mdpi.com/2071-1050/15/4/3782">https://www.mdpi.com/2071-1050/15/4/3782</a> .                                                                                                                                                                                                                               |
| 14 | Maican C.I., Sumedrea S., Tecău A., <b>Nichifor E.</b> , Chițu I.B., Lixăndroiu R., Brătucu G. – Factors Influencing the Behavioural Intention to Use AI-Generated Images in Business: A UTAUT2 Perspective With Moderators. <i>Journal of Organizational and End User Computing</i> . 2023, 330019, 35(1). WOS:001154375600001. <a href="https://www.igi-global.com/article/factors-influencing-the-behavioural-intention-to-use-ai-generated-images-in-business/330019">https://www.igi-global.com/article/factors-influencing-the-behavioural-intention-to-use-ai-generated-images-in-business/330019</a> |
| 15 | Nicolau C., <b>Nichifor E.</b> , Munteanu D., Bărbulescu O. – Decoding Business Potential for Digital Sustainable Entrepreneurship: What Romanian Entrepreneurs Think and Do. <i>Sustainability</i> , 2022, 13636, 14(20). DOI 10.3390/su142013636. WOS:000873808300001. <a href="https://www.mdpi.com/2071-1050/14/20/13636">https://www.mdpi.com/2071-1050/14/20/13636</a> .                                                                                                                                                                                                                               |
| 16 | Vuță D.R., <b>Nichifor E.</b> , Chițu B., Brătucu G. – Digital Transformation-Top Priority in Difficult Times: The Case Study of Romanian Micro-Enterprises and SMEs. <i>Sustainability</i> 2022, 10741,14(17), DOI10.3390/su141710741. WOS:000851786800001. <a href="https://www.mdpi.com/2071-1050/14/17/10741">https://www.mdpi.com/2071-1050/14/17/10741</a> .                                                                                                                                                                                                                                           |
| 17 | Tudor A.I.M., <b>Nichifor, E.</b> , Litră A.V., Chițu I.B., Brătucu T-O, Brătucu G.- Challenges in the Adoption of eHealth and mHealth for Adult Mental Health Management—Evidence from Romania. <i>International Journal of Environmental Research and Public Health</i> 2022 19(15) 9172. DOI10.3390/ijerph19159172. WOS:000839063400001. <a href="https://www.mdpi.com/1660-4601/19/15/9172">https://www.mdpi.com/1660-4601/19/15/9172</a> .                                                                                                                                                              |
| 18 | <b>Nichifor E.</b> , Lixăndroiu R.C., Maican I.C., Sumedrea S., Chițu B., Chițu. I.B., Tecău A.S., Brătucu G. – Unlocking the Entrepreneurial State of Mind for Digital Decade: SMEs and Digital Marketing. <i>Electronics</i> 2022 11(15) 2358 DOI10.3390/electronics11152358. WOS:000840196300001. <a href="https://www.mdpi.com/2079-9292/11/15/2358">https://www.mdpi.com/2079-9292/11/15/2358</a> .                                                                                                                                                                                                     |



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| 19 | Sumedrea S., Maican I.C., Chițu I.B., <b>Nichifor, E.</b> , Tecău A.S., Lixăndroiu R.C., Brătucu G. - Sustainable Digital Communication in Higher Education—A Checklist for Page Loading Speed Optimisation. Sustainability 2022, 14(16), 10135. DOI10.3390/su141610135. WOS:000845224200001.<br><br><a href="https://www.mdpi.com/2071-1050/14/16/10135">https://www.mdpi.com/2071-1050/14/16/10135</a> .                                                                                        |
| 20 | Brătucu G., Tudor A.I.M., Lită A.V., <b>Nichifor, E.</b> , Chițu I.B., Brătucu T.-O.- Designing the Well-Being of Romanians by Achieving Mental Health with Digital Methods and Public Health Promotion. International Journal of Environmental Research and Public Health 2022 19(13) 7668. DOI10.3390/ijerph19137868. WOS:000824682100001.<br><br><a href="https://www.mdpi.com/1660-4601/19/13/7868">https://www.mdpi.com/1660-4601/19/13/7868</a> .                                           |
| 21 | Vuță D.R., <b>Nichifor E.</b> , Țierean O.M., Zamfirache A., Chițu B., Foris T., Brătucu G. - Extending The Frontiers Of Electronic Commerce Knowledge Through Cybersecurity. Electronics 2022 11(14) 2232 DOI10.3390/electronics11142223. WOS:000831633100001. <a href="https://www.mdpi.com/2079-9292/11/14/2223">https://www.mdpi.com/2079-9292/11/14/2223</a> .                                                                                                                               |
| 22 | Brătucu G., <b>Nichifor, E.</b> , Sumedrea S., Chițu I.B., Lixăndroiu R.C. - Avoiding Digital Divide in European Union through European Green Deal. Amfiteatru Economic 2022 24(59), pp. 75-92, DOI10.24818/EA/2022/59/77. WOS:000746992700006. <a href="https://www.amfiteatruconomic.ro/ArticolEN.aspx?CodArticol=3065">https://www.amfiteatruconomic.ro/ArticolEN.aspx?CodArticol=3065</a> .                                                                                                   |
| 23 | <b>Nichifor, E.</b> , Lixăndroiu R.C., Chițu I.B., Brătucu G., Sumedrea S., Maican I.C., Tecău S.A.- Eye Tracking and an A/B Split Test for Social Media Marketing Optimisation: The Connection between the User Profile and Ad Creative Components. 2021. Journal of Theoretical and Applied Electronic Commerce Research 2021 16(6), 2319-2340; DOI 10.3390/jtaer16060128. WOS:000699811400001. <a href="https://www.mdpi.com/0718-1876/16/6/128">https://www.mdpi.com/0718-1876/16/6/128</a> . |
| 24 | <b>Nichifor, E.</b> , Lixăndroiu R.C., Chițu I.B., Brătucu G., Trifan A.- How Does Mobile Page Speed Shape In-between Touchpoints in the Customer Journey? A Research Regarding the Most Trusted Retailers in Romania. 2021. Journal of Theoretical and Applied Electronic Commerce Research 2021, 16(5), 1369-1389. WOS:000665353000001. <a href="https://doi.org/10.3390/jtaer16050077">https://doi.org/10.3390/jtaer16050077</a> .                                                             |
| 25 | <b>Nichifor, E.</b> , Lixăndroiu R.C., Sumedrea S., Chițu I.B., Brătucu G., - How Can SMEs Become More Sustainable? Modelling the M-Commerce Consumer Behaviour with Contingent Free Shipping and Customer Journey's Touchpoints Optimisation. Sustainability. 2021, 13(12), DOI: 0.24818/EA/2021/56/87, WOS:000612310500006. <a href="https://www.mdpi.com/2071-1050/13/12/6845">https://www.mdpi.com/2071-1050/13/12/6845</a> .                                                                 |
| 26 | <b>Nichifor, E.</b> , Trifan, A., Nechifor, M.E. - Artificial Intelligence in Electronic Commerce: Basic Chatbots and Consumer Journey. Amfiteatru Economic 2021, 23(56), pp. 87-101, DOI: 10.3390/su13126845, WOS:000666349000001. <a href="https://www.amfiteatruconomic.ro/ArticolEN.aspx?CodArticol=2980">https://www.amfiteatruconomic.ro/ArticolEN.aspx?CodArticol=2980</a> .                                                                                                               |

**Tabel 2. Referință bibliografică pentru volume de specialitate (monografie sau manual universitar) pentru una din disciplinele postului aflat în concurs**

| Titlul cărții                                                                                 | Editura                                                                                                | ISBN                                                                                     |
|-----------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|
| "STRATEGII DE MARKETING ÎN AFACERILE INTERNAȚIONALE – O PERSPECTIVĂ A SOCIETĂȚII 5.0."        | Editura Universitară<br>( <a href="http://www.editurauniversitara.ro">www.editurauniversitara.ro</a> ) | 978-606-28-2018-3                                                                        |
| "MARKETINGUL DIGITAL - O SOLUȚIE PENTRU DEZVOLTAREA ECOSISTEMULUI ANTREPRENORIAL DIN ROMÂNIA" | Editura Universitară<br>( <a href="http://www.editurauniversitara.ro">www.editurauniversitara.ro</a> ) | 978-606-28-1538-7<br>Link: <a href="https://bit.ly/3TXT887">https://bit.ly/3TXT887</a> . |

Candidat,

Asist. dr. CIOBANU ELIZA

