



CANDIDAT: Conf. univ. dr. Daniel-Rareș OBADĂ

**ANEXA NR. 25 – COMISIA DE SOCIOLOGIE, ȘTIINȚE POLITICE ȘI
ADMINISTRATIVE**

**STANDARDE MINIMALE NECESARE ȘI OBLIGATORII PENTRU CONFERIREA
TITLURILOR DIDACTICE DIN ÎNVĂȚĂMÂNTUL SUPERIOR ȘI A GRADELOR
PROFESIONALE DE CERCETARE-DEZVOLTARE ÎN SUBDOMENIILE
SOCIOLOGIE ȘI ȘTIINȚELE COMUNICĂRII, ȘTIINȚE POLITICE ȘI RELAȚII
INTERNAȚIONALE ȘI ȘTIINȚE ADMINISTRATIVE CF. ORDIN NR. 6129 DIN
20.12.2016 – CNATDCU**

Definiții și condiții

1. Se iau în considerare numai lucrările publicate în domeniul științelor sociale, științelor umaniste și în domenii de graniță cu acestea.
2. Cărțile, volumele sau dicționarele luate în considerare sunt cele publicate la edituri cu prestigiu internațional (categoria A1) sau la edituri cu prestigiu recunoscut (categoria A2), sau care sunt prezente în minimum 6 biblioteci din Worldcat.
3. Se consideră ca limbi de circulație internațională; engleza, franceza, germana, italiana și spaniola.
4. Pentru anumite categorii de publicații (vezi grila de mai jos), se aplică coeficientul de multiplicare *m*, care are următoarele valori: **2** dacă publicația a apărut la o editură din străinătate cu *peer review* internațional și este scrisă într-o limbă de circulație internațională; **1,5**, dacă publicația este scrisă într-o limbă de circulație internațională, dar nu a apărut la o editură din străinătate cu *peer review* internațional; **1**, în restul cazurilor.
5. Bazele de date internaționale recunoscute sunt următoarele: ISI Web of Knowledge, SCOPUS, EBSCO, ProQuest, CEEOL, Ulrich, ERIH, Index Copernicus, CSA, GESIS, IBSS, SAGE, OVID, ECOLIT, Psychlit, PubMed, Elsevier, Springerlink, Persee, DOAJ, Jstor, SSRN, REPEC, Informa, Project MUSE, HEIN Online.
6. *n* indică numărul de autori ai unei publicații la care candidatul este autor sau coautor.
7. Pentru categoria articolelor publicate în reviste “cotate ISI” se iau în considerare doar cele cotate în ISI Web of Knowledge, fiind obligatorie raportarea codului de înregistrare al articolului (WOS). Factorul de impact, acolo unde acesta există, este cel aferent anului în care a fost publicat articolul [1].
8. O publicație se încadrează la un singur indicator, luându-se în considerare încadrarea cea mai favorabilă pentru candidat.

Note

- [1] Informația este accesibilă pe portalul Web of Science, secțiunea Journal Citation Reports.
[2] Sunt punctate articolele publicate în două din bazele de date internaționale din lista indicată, până în 2016, respectiv în 3 baze de date internaționale începând cu 2016.



Nr. criteriu	Denumirea indicatorului	Formulă calcul punctaj	Punctaj obținut
I1.	Articole publicate în reviste indexate în <i>Web of Science</i>, cu factor de impact <i>f</i> mai mare sau egal cu 0,1: 1. Obadă, D. R., & Țugulea, O. (2026). How is time spent on TikTok related to electronic word of mouth? A PESO model approach. <i>Telematics and Informatics Reports</i>, 23, 100349. https://doi.org/10.1016/j.teler.2026.100349. WOS: cod de înregistrare nealocat la data depunerii dosarului. (F.I.: 5,9). Calcul punctaj = $(2+4 \times 5,9) \times 2 / 2 = 25,6$ puncte 2. Țiru, C. M., Coman, C., Dalban, C. M., Bătrănu-Pințea, V., Anton, M., Gherheș, V., Obadă, D. R., & Otovescu, A. (2026). Multidimensional analysis of conventional and electronic cigarette consumption among students. <i>Frontiers in Psychology</i>, 16, 1724372. https://doi.org/10.3389/fpsyg.2025.1724372. (F.I.: 3,8) WOS:001689173700001 Calcul punctaj = $(2+4 \times 3,8) \times 2 / 8 = 4,3$ puncte 3. Obadă, D. R., Grădinaru, C., & Grădinaru, I.-A. (2026). From understanding to influence: The interplay of AI literacy, self-efficacy, and trust in predicting communication students' AI adoption and word-of-mouth. <i>Frontiers in Communication</i>, 10, 1722464. https://doi.org/10.3389/fcomm.2025.1722464. (F.I.: 2) WOS:001665968300001 Calcul punctaj = $(2+4 \times 2) \times 2 / 3 = 6,67$ puncte 4. Mărincean, L. M., Csorba, L. M., Obadă, D. R., & Dabija, D.-C. (2025). Generating electronic word of mouth (eWOM) in the accommodation sector. <i>Journal of Theoretical and Applied Electronic Commerce Research</i>, 20(4), 328. https://doi.org/10.3390/jtaer20040328. (F.I.: 4,5) WOS:001646836700001 Calcul punctaj = $(2+4 \times 4,5) \times 2 / 4 = 10$ puncte 5. Chasciar, V., Chasciar, D. R., Coman, C., Toderici, O. F., Iordache, M., & Obadă, D. R. (2025). Migration to Italy and integration into the European space from the point of view of Romanians. <i>Genealogy</i>, 9(4), 109. https://doi.org/10.3390/genealogy9040109. (F.I.: 0,7) WOS:001646574000001 Calcul punctaj = $(2+4 \times 0,7) \times 2 / 6 = 1,6$ puncte 6. Gherguț-Babii, A.-N., Poleac, G., & Obadă, D. R. (2025). Challenges for NGO communication practitioners in the disinformation era: A qualitative study exploring	$(2+4 \times f) \times 2 / n$	Punctaj total acumulat = 157,03 puncte Punctaj total acumulat după obținerea titlului de doctor = 157,03 puncte



Generation Z's perception of civic engagement and their vulnerability to online fake news. <i>Journalism and Media</i>, 6(3), 136. https://doi.org/10.3390/journalmedia6030136. (F.I.: 2,5) WOS:001580137700001 Calcul punctaj = $(2+4 \times 2,5) \times 2/3 = 8$ puncte 7. Fârte, G.-I., Obadă, D. R., Gherguț-Babii, A.-N., & Dabija, D.-C. (2025). Building corporate immunity: How do companies increase their resilience to negative information in the environment of fake news? <i>Journal of Research in Interactive Marketing</i>, 19(8), 1260–1277. https://doi.org/10.1108/JRIM-10-2024-0473 (F.I.: 11) WOS:001416084600001 Calcul punctaj = $(2+4 \times 11) \times 2/4 = 23$ puncte 8. Obadă, D. R., & Țugulea, O. (2024). What drives online impulse buying among Zoomers on TikTok in an emerging market? A new model based on flow theory. <i>Frontiers in Communication</i>, 9, 1470327. https://doi.org/10.3389/fcomm.2024.1470327. (F.I.: 1,6) WOS:001318742800001 Calcul punctaj = $(2+4 \times 1,6) \times 2/2 = 8,4$ puncte 9. Obadă, D. R., Dabija, D.-C., & Câmpian, V. (2024). Predictors of social media users' intention to donate online towards international NGOs in the fake news era. <i>Humanities and Social Sciences Communications</i>, 11, 379. https://doi.org/10.1057/s41599-024-02900-1. (F.I.: 3,6) WOS:001177385600003 Calcul punctaj = $(2+4 \times 3,6) \times 2/3 = 10,93$ puncte 10. Obadă, D. R., Dabija, D.-C., & Fârte, G.-I. (2024). Consumer perception towards electronic products from recycled components in the current geopolitical context: A structural equation modelling approach. <i>Heliyon</i>, 10(4), e26475. https://doi.org/10.1016/j.heliyon.2024.e26475. (F.I.: 3,6) WOS:001201915800001 Calcul punctaj = $(2+4 \times 3,6) \times 2/3 = 10,93$ puncte 11. Dabija, D.-C., Csorba, L. M., Pop, N. H., & Obadă, D. R. (2024). The impact of extraversion and introversion on millennials' propensity to recommend their preferred fitness center. <i>Behavioral Sciences</i>, 14(1), 22. https://doi.org/10.3390/bs14010022. (F.I.: 2,5) WOS:001149242100001 Calcul punctaj = $(2+4 \times 2,5) \times 2/4 = 6$ puncte 12. Obadă, D. R., & Dabija, D.-C. (2022). The mediation effects of social media usage and sharing fake news about companies. <i>Behavioral Sciences</i>, 12(10), 372. https://doi.org/10.3390/bs12100372. (F.I.: 2,6) Calcul punctaj = $(2+4 \times 2,6) \times 2/2 = 12,4$ puncte 13. Grădinaru, C., Obadă, D. R., Grădinaru, I.-A., & Dabija, D.-C. (2022). Enhancing sustainable cosmetics		
---	--	--



	brand purchase: A comprehensive approach based on the SOR model and the Triple Bottom Line. <i>Sustainability</i>, 14(21), 14118. WOS:000884506400001 https://doi.org/10.3390/su142114118. (F.I.: 3,9) Calcul punctaj = $(2+4 \times 3,9) \times 2/4 = 8,8$ puncte 14. Obadă, D. R., & Dabija, D.-C. (2022). “In flow”! Why do users share fake news about environmentally friendly brands on social media? <i>International Journal of Environmental Research and Public Health</i>, 19(8), 4861. https://doi.org/10.3390/ijerph19084861. (F.I.: 4,6) WOS:000786847400001 Calcul punctaj = $(2+4 \times 4,6) \times 2/2 = 20,4$ puncte		
12.	Articole publicate în reviste indexate în Web of Science, cu factor de impact $f < 0,1$, sau în reviste indexate în cel puțin 3, respectiv 2 dintre bazele de date internaționale recunoscute sau reviste care au avut o cotație națională B sau B+ înainte de 2011, capitole în volume publicate la edituri cu prestigiu internațional (A1) sau la edituri cu prestigiu recunoscut (A2): 1. Țugulea, O., Obadă, D. R., & Barbos, B. (2025). Why do you use TikTok? Developing measurement scales for pleasure and functionality from Generation Z perspective. <i>European Journal of Public Administration Research</i>, 61–70. https://doi.org/10.47743/ejpar.2025-5-5. Indexare BDI: CEEOL, RePEc, Index Copernicus. Calcul punctaj = $(2 \times 1,5)/3 = 1$ punct 2. Dehue F., Käser U., Keranova D., Lendzhova V., Obadă R., Terziyski M., Vodă A. I., & Völlink T. (2023). Psychological and Social Implications of the COVID-19 Pandemic: A Comparative Analysis of Preventive and Interventive Measures Taken in Bulgaria, Germany, the Netherlands, and Romania. <i>Bildung und Erziehung</i>, 76(3), 275–299. https://doi.org/10.13109/buer.2023.76.3.275. Indexare BDI: EBSCO (relevant databases), ProQuest (relevant databases), Ulrich’s Periodicals Directory/Ulrichsweb. Calcul punctaj = $(2 \times 2)/8 = 0,5$ puncte 3. Fârte, G.-I., & Obadă, D. R. (2021). The Effects of Fake News on Consumers’ Brand Trust. An Exploratory Study in the Food Security Context. <i>Romanian Journal Of Communication And Public Relations</i>, 23(3), 47–61. https://doi.org/10.21018/rjcpr.2021.3.333. WOS:000754043300003. Indexare: Web of Science – ESCI; Scopus; EBSCO; ProQuest; DOAJ; CEEOL; ERIH Plus. Factor de impact la data publicării: fără. Calcul punctaj = $(2 \times 1,5)/2 = 1,5$ puncte 4. Fârte, G.-I., & Obadă, D. R. (2018). Reactive Public Relations Strategies for Managing Fake News in the Online Environment. <i>Postmodern Openings</i>, 9(2), 26–44.	2 x m/n	Punctaj total acumulat = 27 puncte Punctaj total acumulat după obținerea titlului de doctor = 13,5 puncte



https://doi.org/10.18662/po/16. WOS:000438013100003. Indexare: Web of Science – ESCI; Scopus; EBSCO; ProQuest; DOAJ; CEEOL; ERIH Plus. Factor de impact la data publicării: fără. Calcul punctaj = $(2 \times 1,5) / 2 = 1,5$ puncte 5. Culache, O., & Obadă, D. R. (2014). Multimodality as a Premise for Inducing Online Flow on a Brand Website: A Social Semiotic Approach. <i>Procedia – Social and Behavioral Sciences</i>, 149, 261–268. https://doi.org/10.1016/j.sbspro.2014.08.227. WOS:000346372600047. Indexare: Web of Science; Scopus. Factor de impact la data publicării: fără. Calcul punctaj = $(2 \times 1,5) / 2 = 1,5$ puncte 6. Obadă, D. R. (2014). Online Flow Experience and Perceived Quality of a Brand Website: InPascani.ro Case Study. <i>Procedia – Social and Behavioral Sciences</i>, 149, 673–679. https://doi.org/10.1016/j.sbspro.2014.08.252. WOS:000346372600119. Indexare: Web of Science; Scopus. Factor de impact la data publicării: fără. Calcul punctaj = $(2 \times 1,5) / 1 = 3$ puncte 7. Obadă, D. R. (2014). Measuring Perceived Service Quality Offline vs. Online: A New PeSQ Conceptual Model. <i>Procedia Economics and Finance</i>, 15, 538–551. https://doi.org/10.1016/S2212-5671(14)00505-X. WOS:000357094000068. Indexare: Web of Science; Scopus. Factor de impact la data publicării: fără. Calcul punctaj = $(2 \times 1,5) / 1 = 3$ puncte 8. Obadă, D. R. (2013). Flow Theory and Online Marketing Outcomes: A Critical Literature Review. <i>Procedia Economics and Finance</i>, 6, 550–561. https://doi.org/10.1016/S2212-5671(13)00173-1. WOS:000396454100067. Indexare: Web of Science; Scopus. Factor de impact la data publicării: fără. Calcul punctaj = $(2 \times 1,5) / 1 = 3$ puncte 9. Obadă, D. R. (2021). Pretesting Flow Questionnaire Design Using Eye-Tracking: An Exploratory Study. <i>Argumentum. Journal of the Seminar of Discursive Logic, Argumentation Theory and Rhetoric</i>, 19(1):102–117. Available at: https://www.fssp.uaic.ro/argumentum/Numarul%2019%20Issue%201/06_Obada_tehno.pdf Indexare: EBSCO, Directory of Open Access Journals (DOAJ), Index Copernicus, Ulrichsweb (Periodicals Directory). Calcul punctaj = $(2 \times 1,5) / 1 = 3$ puncte 10. Obadă, D. R. (2019). Sharing Fake News About Brands on Social Media: a New Conceptual Model Based on Flow Theory. <i>Argumentum. Journal of the Seminar of</i>		
---	--	--



	<i>Discursive Logic, Argumentation Theory and Rhetoric</i>, 17(2), 144–166. Available at: https://www.fssp.uaic.ro/argumentum/Numarul%2017%20issue%202/08_Obada_tehno.pdf Indexare: EBSCO, Directory of Open Access Journals (DOAJ), Index Copernicus, Ulrichsweb (Periodicals Directory). Calcul punctaj = $(2 \times 1,5) / 1 = 3$ puncte 11. Obadă, D. R. (2018). Methodological Issues Related to Radio Measurement and Ratings in Romania: Solutions and Perspectives. <i>Argumentum. Journal of the Seminar of Discursive Logic, Argumentation Theory and Rhetoric</i>, 16(1), 94–119. Available at: https://www.fssp.uaic.ro/argumentum/Numarul%2016%20issue%201/07_R_Obada_tehno.pdf Indexare: EBSCO, Directory of Open Access Journals (DOAJ), Index Copernicus, Ulrichsweb (Periodicals Directory). Calcul punctaj = $(2 \times 1,5) / 1 = 3$ puncte 12. Obadă, D. R. (2014). Exploring the Mediating Role of Perceived Quality Between Online Flow and Customer's Online Purchase Intention on a Restaurant E-Commerce Website. <i>The Yearbook of The "Gh. Zane" Institute of Economic Researches</i>, 23(1), 35–44. Indexare: EBSCO, ProQuest, RePEc. Calcul punctaj = $(2 \times 1,5) / 1 = 3$ puncte		
13.	Cărți publicate ca unic autor: 1. Obadă, D. R. (2026). <i>Flux și Fake News: Modele și studii empirice în științele comunicării</i>. Editura Tritonic, București, ISBN: 978-606-749-912-4. Număr pagini: 265. Calcul punctaj = $10 \times 1 = 10$ puncte 2. Obadă, D. R. (2015). <i>Impactul stării de flux din mediul on-line asupra calității percepute a unui site web de brand</i>. Pro Universitaria, București, ISBN 978-606-26-0418-9. Număr pagini: 295. Calcul punctaj = $10 \times 1 = 10$ puncte	10 x m	Punctaj total acumulat = 20 puncte Punctaj total acumulat după obținerea titlului de doctor = 20 puncte
14.	Cărți publicate în calitate de coautor, având n coautori: 1. Obadă, D. R., & Fârte, G.-I. (2024). <i>Principiile și managementul relațiilor publice</i>. Editura Tritonic, București, ISBN: 978-606-749-724-3. Număr pagini: 444. Calcul punctaj = $6 \times 1/2 = 3$ puncte	6 x m/n	Punctaj total acumulat = 3 puncte Punctaj total acumulat după obținerea titlului de doctor = 3 puncte
15.	Cărți coordonate, având n coordonatori: 1. Fârte, G.-I., Obadă, D. R., & Grădinaru, I.-A. (Eds.). (2025). <i>Applied Research in Journalism, Public Relations, and Advertising. Selected Papers from the</i>	5 x m/n	Punctaj total acumulat = 4,17 puncte



	<i>Proceedings of the 4th Edition of the International Graduate Conference in Communication Sciences (Iași, May 29–30, 2025)</i>. Editura Universității „Alexandru Ioan Cuza” din Iași. ISBN: 978-630-381-001-0. Număr pagini: 452. Calcul punctaj = $5 \times \frac{1}{3} = 1,67$ puncte 2. Fârte, G.-I., & Obadă, D. R. (Eds.). (2020). <i>190 de ani de presă în spațiul de limbă română (1829–2019): Lucrările celui de-al XII-lea Congres de Istorie a Presei Românești (Iași, 12–13 aprilie 2019)</i>. Editura Universității „Alexandru Ioan Cuza” din Iași. ISBN: 978-606-714-595-3. Număr pagini: 452. Calcul punctaj = $5 \times \frac{1}{2} = 2,5$ puncte		Punctaj total acumulat după obținerea titlului de doctor = 4,17 puncte
16.	Studii/capitole având n autori în volume colective (volume cu ISBN) 1. Dinić, B. M., Bodroža, B., Jovanović, T., Hinić, D., Puharić, Z., Puharić, F., Šperka, R., Bauervová, R., Kopřivová, V., Voda, A. I., Cautisanu, C., Obadă, D. R., Iliev, D., Pachemska, T. A., Angeleski, M., Mazzucato, A., Van Assche, J., DeSmet, A., Gao, S., Xu, B., Chen, Z., Helmy, M., Osama, E., Gad, I., Arató, N., Siegler, A., Kulcsár, G., Kohli, N., Chawla, S. K., Kumar, V., Najamussaqib, A., Amin, R., Kowal, M., Piskorz, J., Szczygieł, M., Kornienko, D., Veraksa, A., Košir, K., Pivec, T., Peras, I., Chavanovanich, J., Suvanbenjakule, P., Ermagan-Caglar, E., Türk-Kurtça, T., Hamzaoglu, N., & Pyżalski, J. (2024). A cross-national perspective of prejudice-based cyberbullying and cybervictimisation: An empirical study across 17 countries. In H. Fandrem & J. O’Higgins Norman (Eds.), <i>International Perspectives on Migration, Bullying, and School: Implications for Schools, Refugees, and Migrants</i>. Routledge. eBook ISBN: 9781003439202. Calcul punctaj = $2 \times \frac{2}{46} = 0,09$ puncte 2. Grădinaru, C., Obadă, D. R., & Grădinaru, I.-A. (2023). Sustainable behaviors make a city smart: An inquiry into consumers' perception of sustainable cosmetic brands. In A. I. Vodă, A. M. Bercu, & L.-D. Radu (Eds.), <i>Sustainable development of European smart cities (SmartEU 2023): International Conference, Iași, Romania, 9–10 June 2023</i> (pp. 33–51). Editura Universității „Alexandru Ioan Cuza” din Iași. ISBN print: 978-606-714-806-0 Calcul punctaj = $2 \times \frac{2}{3} = 1,33$ puncte 3. Obadă, D. R., Ceobanu, C., & Munteanu, C. (2014). Exploring the relationship between online flow experience and perceived quality of a brand website: A conceptual model. In M. Szymura-Tyc (Ed.), <i>5th EMAC Regional Conference – Marketing Theory Challenges in Emerging Markets</i> (pp. 145–152). University of Economics in Katowice.	2 x m/n	Punctaj total acumulat = 2,75 puncte Punctaj total acumulat după obținerea titlului de doctor = 1,42 puncte



	ISBN: 978-83-7875-210-3 Calcul punctaj = $2 \times 2/3 = 1,33$ puncte		
17.	Recenzii publicate în reviste indexate în Web of Science sau în reviste indexate în cel puțin 3 din bazele de date internaționale recunoscute sau termeni de minimum o pagină în enciclopedii/dicționare de specialitate	0,5 x m/n	–
18.	Lucrări publicate în volumele unor conferințe (volume cu ISSN) sau indexate în cel puțin una din bazele de date internaționale recunoscute, traduceri ale unor lucrări fundamentale din domeniul științelor sociale: 1. Obadă, D. R., & Dabija, D.-C. (2022). Can fake news about companies lead to an increased social media usage? An empirical investigation. In R. Pamfilie, V. Dinu, C. Vasiliu, D. Pleșea, & L. Tăchiciu (Eds.), 8th BASIQ International Conference on New Trends in Sustainable Business and Consumption, Graz, Austria, 25–27 May 2022 (pp. 155–162). ASE. ISSN: 2457-483X. Indexare: RePEc. https://doi.org/10.24818/BASIQ/2022/08/019 Calcul punctaj = $1 \times 1,5/2 = 0,75$ puncte 2. Obadă, D. R. (2014). Innovation in measuring the perceived quality of e-commerce websites: A critical review of extant knowledge. In B. Plahteanu (Ed.), The 18th International Conference „Inventica 2014” (pp. 331–342). Editura Performantica. ISSN: 1844-7880. Calcul punctaj = $1 \times 1,5/1 = 1,5$ puncte	1 x m/n	Punctaj total acumulat = 2,25 puncte Punctaj total acumulat după obținerea titlului de doctor = 0,75 puncte
19.	Citări ale publicațiilor candidatului în articole publicate în reviste indexate în Web of Science, în cărți, capitole de cărți sau volume ori în reviste indexate în baze internaționale (nu se iau în considerare autocitările), n este numărul de autori al publicației citate, sau recenzii la cărțile de autor publicate în reviste indexate în baze de date internaționale: 1. Lucrarea: Obadă, D. R., Grădinaru, C., & Grădinaru, I.-A. (2026). From understanding to influence: The interplay of AI literacy, self-efficacy, and trust in predicting communication students' AI adoption and word-of-mouth. <i>Frontiers in Communication</i>, 10, 1722464. https://doi.org/10.3389/fcomm.2025.1722464, a fost citată de: 1.1. Asghar, M. Z., Fabusoye, O. A., & Ozbilen, F. M. (2026). Pathways toward responsible AI adoption through AI literacy and acceptance using PLS SEM fsQCA and explainable machine learning. <i>Discover Computing</i>, 29(1), 369. Factor de impact: 1,9 Calcul punctaj = $(0,2 + 4 \times 1,9) \times 2/3 = 5,2$ puncte 1.2. Zhou, X., Pan, Z., & Li, L. (2026). Exploring the relationship between AI trust and AI literacy among Chinese college students. In 2026 15th International Conference on Educational and Information Technology (ICEIT) (pp.	$(0,2 + 4 \times f) \times 2/n$ pe citare	Punctaj total acumulat = 3.559,73 puncte Punctaj total acumulat după obținerea titlului de doctor = 3.559,33 puncte



	1187–1192). IEEE. https://doi.org/10.1109/ICEIT68991.2026.11521719 Calcul punctaj = $(0,2+4x0) \times 2/3 = 0,13$ puncte 1.3. Ananda, I. D. R., Akbar, M., & Arianto, A. (2026). Challenges in automation by public relations practitioners. <i>Journal La Sociale</i>, 7(3), 1018–1031. Calcul punctaj = $(0,2+4x0) \times 2/3 = 0,13$ puncte *** 2. Lucrarea: Mărincean, L. M., Csorba, L. M., Obadă, D. R., & Dabija, D.-C. (2025). Generating electronic word of mouth (eWOM) in the accommodation sector. <i>Journal of Theoretical and Applied Electronic Commerce Research</i>, 20(4), 328. https://doi.org/10.3390/jtaer20040328. (F.I.: 4,5) 2.1. Adinata, I. K. K., Sanjaya, I. B., Wajdi, M., Mazher, M. A., Islam, M. A., & Waheed, M. (2026). The role of social media content quality and online reviews in shaping hotel room booking decisions: Evidence from Swiss-Belhotel Rainforest Kuta, Bali. <i>Journal of Commerce, Management, and Tourism Studies</i>, 5(2), 291–305. https://doi.org/10.58881/jcmnts.v5i2.489 Calcul punctaj = $(0,2+4x0) \times 2/4 = 0,1$ puncte *** 3. Lucrarea: Chasciar, V., Chasciar, D. R., Coman, C., Toderici, O. F., Iordache, M., & Obadă, D. R. (2025). Migration to Italy and integration into the European space from the point of view of Romanians. <i>Genealogy</i>, 9(4), 109. https://doi.org/10.3390/genealogy9040109, a fost citată de: 3.1. Song, H., Kang, Z., Xue, H., Hu, J., & Norton, T. (2025). EDC-YOLO-World-DB: A model for dairy cow ROI detection and temperature extraction under complex conditions. <i>Animals</i>, 15(23), 3361. https://doi.org/10.3390/ani15233361 Factor de impact: 2,7. Calcul punctaj = $(0,2+4x2,7) \times 2/6 = 3,67$ puncte *** 4. Lucrarea: Gherguț-Babii, A.-N., Poleac, G., & Obadă, D. R. (2025). Challenges for NGO communication practitioners in the disinformation era: A qualitative study exploring Generation Z's perception of civic engagement and their vulnerability to online fake news. <i>Journalism and Media</i>, 6(3), 136. https://doi.org/10.3390/journalmedia6030136, a fost citată de: 4.1. Katsiroumpa, A., Moisoglou, I., Konstantakopoulou, O., Galani, O., Tsiachri, M., & Galanis, P. (2026). Trust in scientists and conspiracy beliefs predict online misinformation susceptibility and fake news detection: A cross-sectional study in Greece. <i>Journalism and Media</i>, 7(1), 61. https://doi.org/10.3390/journalmedia7010061. Factor de impact: 2,5 Calcul punctaj = $(0,2+4x2,5) \times 2/3 = 6,8$ puncte 4.2. Sari, I., Zuriah, N., & Lutfiana, R. F. (2026). The role of TikTok and Instagram social media in strengthening Gen Z citizenship identity. <i>Journal of Educational Sciences</i>, 10(4), 965–976. https://doi.org/10.31258/jes.10.4.p.965-976. Calcul punctaj = $(0,2+4x0) \times 2/3 = 0,13$ puncte 4.3. Sari, Y., Suyato, S., Mulyono, B., & Murdiono, M. (2025). Generation Z Instagram activism: Between slacktivism and online civic engagement in Indonesia's democracy. <i>Journal of Governance and Local Politics (JGLP)</i>, 7(2), 275–286. https://doi.org/10.47650/jglp.v7i2.2307.		
--	---	--	--



Calcul punctaj = $(0,2+4x0) \times 2/3 = 0,13$ puncte 4.4. Ungur-Brehoi, C. (2025). Like, share, (in) security in the age of influencers. <i>International Journal of Legal and Social Order</i>, 5(1), 1–14. https://doi.org/10.55516/ijlso.v5i1.282 Calcul punctaj = $(0,2+4x0) \times 2/3 = 0,13$ puncte 4.5. Tamuli, P. (2026). Media literacy and hashtag activism in the digital public sphere: A critical review of civic engagement in India. In <i>Intersections of Media Literacy and Digital Citizenship</i> (pp. 145–176). Swami Vivekananda University Press. https://doi.org/10.65525/SVUP.9788199963313.2026.145-176 Calcul punctaj = $(0,2+4x0) \times 2/3 = 0,13$ puncte *** 5. Lucrarea: Fârte, G.-I., Obadă, D. R., Gherguț-Babii, A.-N., & Dabija, D.-C. (2025). Building corporate immunity: How do companies increase their resilience to negative information in the environment of fake news? <i>Journal of Research in Interactive Marketing</i>, 19(8), 1260–1277. https://doi.org/10.1108/JRIM-10-2024-0473, a fost citată de: 5.1. Song, W., Wei, S., Li, Z., Deng, S., & Du, Y. (2026). Consumer reactions to virtual influencer transgressions: How anime-looking and AI-driven influencers are less vulnerable. <i>Journal of Theoretical and Applied Electronic Commerce Research</i>, 21(7), 219. https://doi.org/10.3390/jtaer21070219. Factor de impact: 4,5. Calcul punctaj = $(0,2+4x4,5) \times 2/4 = 9,1$ puncte 5.2. Yin, R., & Liu, X. (2025). The influence of communication modality on the “saying-is-believing” effect. <i>Behavioral Sciences</i>, 15(5), 639. https://doi.org/10.3390/bs15050639 Factor de impact: 2,5. Calcul punctaj = $(0,2+4x2,5) \times 2/4 = 5,1$ puncte *** 6. Lucrarea: Obadă, D. R., & Țugulea, O. (2024). What drives online impulse buying among Zoomers on TikTok in an emerging market? A new model based on flow theory. <i>Frontiers in Communication</i>, 9, 1470327. https://doi.org/10.3389/fcomm.2024.1470327, a fost citată de: 6.1. Lu, Y., Ding, X., & Lin, Y. (2026). How TikTok influences Gen Z's consumer decisions: A systematic review. <i>International Journal of Consumer Studies</i>, 50(3), e70206. https://doi.org/10.1111/ijcs.70206 Factor de impact: 9,9. Calcul punctaj = $(0,2+4x9,9) \times 2/2 = 39,8$ puncte 6.2. Li, Y., Arham, A. F., & Majid, M. Z. A. (2026). Consumer perceived value and impulsive buying in social commerce: The moderating role of fear of missing out. <i>Frontiers in Communication</i>, 11, 1843640. https://doi.org/10.3389/fcomm.2026.1843640 Factor de impact: 2,0. Calcul punctaj = $(0,2+4x2) \times 2/2 = 8,2$ puncte 6.3. Thu, N. T. K., Anh, H. T. Q., Anh, B. L. Q., Duong, N. T. T., Phuong, N. T., Nhi, T. L. U., & Hang, N. T. (2026). TikTok users impulse buying behavior: The role of empathy, perceived usefulness and perceived enjoyment. <i>Journal of Indonesian Economy and Business</i>, 41(1), 107–138. https://doi.org/10.22146/jieb.v41i1.16782 Calcul punctaj = $(0,2+4x0) \times 2/2 = 0,2$ puncte		
---	--	--

Phat



6.4. Norazman, D. N., Mothar, N. M. M., Adnan, W. H., & Iwan, Y. (2026). The influence of perceived risk and cognitive attitudes towards persistent TikTok weight loss advertisements on consumer purchasing intentions in Malaysia. <i>The Asian Journal of Professional & Business Studies</i>, 7(1), 232–248. https://doi.org/10.61688/ajpbs.v7i1.511 Calcul punctaj = $(0,2+4 \times 0) \times 2/2 = 0,2$ puncte 6.5. Gonzales, H. N. V., Laraga, R. C. M., Lopez, N. F. R. B., Paug, M. F. R., Pegarido, S. A. L., Yanson, K. A. A., Narsico, L. O., & Narsico, P. G. (2026). The influence of psychological triggers, content engagement, and self-regulation on the relationship between social media ads and impulsive buying. <i>International Journal of Multidisciplinary: Applied Business and Education Research</i>, 7(5), 2228–2245. https://doi.org/10.11594/ijmaber.07.05.28 Calcul punctaj = $(0,2+4 \times 0) \times 2/2 = 0,2$ puncte *** 7. Lucrarea: Obadă, D. R., Dabija, D.-C., & Câmpian, V. (2024). Predictors of social media users' intention to donate online towards international NGOs in the fake news era. <i>Humanities and Social Sciences Communications</i>, 11, 379. https://doi.org/10.1057/s41599-024-02900-1, a fost citată de: 7.1. Kim, J., Chae, H. S., & Yoon, C. (2026). Predictors for online donation behavior: Integrating TPB, SDT, NAM and trust. <i>Journal of Nonprofit & Public Sector Marketing</i>, 38(3), 331–362. https://doi.org/10.1080/10495142.2025.2559377. Factor de impact: 1,3. Calcul punctaj = $(0,2+4 \times 1,3) \times 2/3 = 3,6$ puncte 7.2. Kothari, H., Hiran, D., Bapna, D., Vaishnav, S. P., Prasad, K. D. V., & Singh, S. (2026). From communication to support: A sequential mediation model of awareness of and trust in social enterprises. <i>Frontiers in Human Dynamics</i>, 8, 1789908. https://doi.org/10.3389/fhumd.2026.1789908. Factor de impact: 2,8 Calcul punctaj = $(0,2+4 \times 2,8) \times 2/3 = 7,6$ puncte 7.3. Mehmood, S., Sade, A. B., & Saad, N. B. M. (2026). Examining the effect of social media communication on donation intention via perceived moral obligation. <i>Malaysian Journal of Social Sciences and Humanities (MJSSH)</i>, 11(7), e004119. https://doi.org/10.47405/mjssh.v11i7.4119 Calcul punctaj = $(0,2+4 \times 0) \times 2/3 = 0,13$ puncte 7.4. Hussain, F. G., Wasim, M., Hameed, S., Rehman, A., Asim, M. N., & Dengel, A. (2025). Fake news detection landscape: Datasets, data modalities, AI approaches, their challenges, and future perspectives. <i>IEEE Access</i>, 13, 54757–54778. https://doi.org/10.1109/ACCESS.2025.3553909 Factor de impact: 4,2 Calcul punctaj = $(0,2+4 \times 4,2) \times 2/3 = 11,33$ puncte 7.5. Ma, R., Wang, X., & Yang, G. R. (2025). Fighting fake news in the age of generative AI: Strategic insights from multi-stakeholder interactions. <i>Technological Forecasting and Social Change</i>, 216, 124125. https://doi.org/10.1016/j.techfore.2025.124125. Factor de impact: 13,5. Calcul punctaj = $(0,2+4 \times 13,5) \times 2/3 = 36,13$ puncte		
---	--	--



	7.6. Yuefei, Z., Teo, P.-C., & Baskaran, S. (2024). Maximizing global brands impact through social media marketing. <i>International Journal of Academic Research in Business and Social Sciences</i>, 14(10), 1867–1890. https://doi.org/10.6007/IJARBS/v14-i10/23303 Calcul punctaj = $(0,2+4 \times 0) \times \frac{2}{3} = 0,13$ puncte *** 8. Lucrarea: Obadă, D. R., Dabija, D.-C., & Fârte, G.-I. (2024). Consumer perception towards electronic products from recycled components in the current geopolitical context: A structural equation modelling approach. <i>Heliyon</i>, 10(4), e26475. https://doi.org/10.1016/j.heliyon.2024.e26475, a fost citată de: 8.1. Onyinyi, B., Katutsi, V. P., Elasu, J., & Nakamya, M. (2026). The nexus between perceived welfare benefits and sustained use of clean cooking technologies in Uganda. <i>International Journal of Energy Sector Management</i>, 20(3), 713–733. https://doi.org/10.1108/IJESM-09-2024-0053 Factor de impact: 4,5 Calcul punctaj = $(0,2+4 \times 4,5) \times \frac{2}{3} = 12,13$ puncte 8.2. Boota, M., Ali, S., Khan, W. S., & Ali, M. (2025). Can technology turn us green? Promoting green consumer behavior under the lens of norms activation theory. <i>Journal of Marketing Communications</i>, 1–23. https://doi.org/10.1080/13527266.2025.2465554 Factor de impact: 4,3 Calcul punctaj = $(0,2+4 \times 4,3) \times \frac{2}{3} = 11,6$ puncte 8.3. Kara, A., Spillan, J. E., Grunwald, G., Cabezas, G. R., Alvarez, N. M., & Nuñez, V. R. N. (2025). Analyzing the influence of sustainability benefits on Chilean consumers' intentions to purchase refurbished smartphones. <i>Organizations and Markets in Emerging Economies</i>, 16(1), 31–55. https://doi.org/10.15388/omee.2025.16.2 Factor de impact: 1 Calcul punctaj = $(0,2+4 \times 1) \times \frac{2}{3} = 2,8$ puncte 8.4. Barkhi, F., Ahmadi, S., Shokouhyar, S., Filieri, R., & Ramezaninia, M. (2024). Key drivers and priorities of consumer decisions for refurbished electronics: A mix-method approach. <i>Heliyon</i>, 10(24), e40977. https://doi.org/10.1016/j.heliyon.2024.e40977 Factor de impact: 3,6 Calcul punctaj = $(0,2+4 \times 3,6) \times \frac{2}{3} = 9,73$ puncte *** 9. Lucrarea: Obadă, D. R., & Fârte, G.-I. (2024). <i>Principiile și managementul relațiilor publice</i>. București: Editura Tritonic. ISBN 978-606-749-724-3, a fost citată de: 9.1. Iorgulescu, A., & Marcu, M. (2024). Roman theatre and its intercultural significance. <i>Social Sciences and Education Research Review</i>, 11(2), 31–34. https://doi.org/10.5281/zenodo.15258266 Calcul punctaj = $(0,2+4 \times 0) \times \frac{2}{2} = 0,2$ puncte *** 10. Lucrarea: Dabija, D.-C., Csorba, L. M., Pop, N. H., & Obadă, D. R. (2024). The impact of extraversion and introversion on millennials' propensity to recommend their preferred fitness center. <i>Behavioral Sciences</i>, 14(1), 22. https://doi.org/10.3390/bs14010022, a fost citată de:	
--	---	--



10.1. Chaichana, C., Kot, S., Khalid, B., & Chaveesuk, S. (2025). Intentions to consume dietary supplements among Gen Y: Extended planned behaviour model. <i>Business: Theory and Practice</i>, 26(2), 435–449. https://doi.org/10.3846/btp.2025.23387 Calcul punctaj = $(0,2+4 \times 0) \times 2/4 = 0,1$ puncte 10.2. Nica, E., Khamis, A., Crețu, S., Dobrotă, E. M., & Grofcikova, J. (2025). Geospatial mapping and simulation modeling tools, digital twin and machine vision technologies, and big data computing and remote sensing systems for smart city logistics in immersive and interactive virtual environments. <i>Geopolitics, History, and International Relations</i>, 17(2), 29–40. https://doi.org/10.22381/GHIR17220252 Calcul punctaj = $(0,2+4 \times 0) \times 2/4 = 0,1$ puncte 10.3. Popescu, G. H., Khamis, A. D., Ciurlău, C. F., Istok, M., & Stamule, S. (2025). Collaborative spatial perception and extended reality technologies, situation awareness and environment mapping algorithms, and predictive simulation and digital twin modeling tools for Internet of Things sensing network-based smart process management in virtual urban settings. <i>Geopolitics, History, and International Relations</i>, 17(2), 41–52. https://doi.org/10.22381/GHIR17220253 Calcul punctaj = $(0,2+4 \times 0) \times 2/4 = 0,1$ puncte 10.4. Jenifer, Haes, P. E., Latupeirissa, J. J. P., & Suparna, P. (2025). Gen Z interpersonal communication patterns in the world of work in Medan. <i>Journal of Communication Studies</i>, 5(2), 363–376. https://doi.org/10.37680/jcs.v5i2.8597 Calcul punctaj = $(0,2+4 \times 0) \times 2/4 = 0,1$ puncte *** 11. Lucrarea: Grădinaru, C., Obadă, D. R., Grădinaru, I.-A., & Dabija, D.-C. (2022). Enhancing sustainable cosmetics brand purchase: A comprehensive approach based on the SOR model and the triple bottom line. <i>Sustainability</i>, 14(21), 14118. https://doi.org/10.3390/su142114118, a fost citată de: 11.1. Costa, R., Martins, A. M., Ribeiro, H. M., & Marto, J. (2026). Sustainability schemes in the cosmetic industry: Scope, credibility, and value chain coverage. <i>Sustainability</i>, 18(5), 2404. https://doi.org/10.3390/su18052404 Factor de impact: 4,1 Calcul punctaj = $(0,2+4 \times 4,1) \times 2/4 = 8,3$ puncte 11.2. Oral-Kulturel, D., & Hamouda, M. (2026). Understanding behaviors of sustainable dining and online engagement: An application of the triple bottom line perspective. <i>International Journal of Hospitality Management</i>, 138, 104754. https://doi.org/10.1016/j.ijhm.2026.104754 Factor de impact: 8,3 Calcul punctaj = $(0,2+4 \times 8,3) \times 2/4 = 16,7$ puncte 11.3. Wongsachia, S., Pienwisetkaew, T., & Ketkaew, C. (2026). Collaborative innovation in sustainable fashion: A consumer-centric perspective on adoption and brand performance. <i>PLOS One</i>, 21(6), e0337902. https://doi.org/10.1371/journal.pone.0337902 Factor de impact: 2,8 Calcul punctaj = $(0,2+4 \times 2,8) \times 2/4 = 5,7$ puncte 11.4. Luo, X., Wu, M., Zhang, X., Li, B., Qiang, W., & Zhang, Z. (2026). The impact of floating windows on consumers experience in live broadcasts: Evidence from an eye movement.		
--	--	--

Chatter



<i>Acta Psychologica</i>, 262, 105988. https://doi.org/10.1016/j.actpsy.2025.105988 Factor de impact: 3,8 Calcul punctaj = $(0,2+4 \times 3,8) \times 2/4 = 7,7$ puncte 11.5. Kumer, I. M., Glasenapp, S., & de Oliveira, M. O. R. (2026). Corporate social responsibility and its effects on brand equity and corporate reputation in the cosmetics industry. <i>Discover Sustainability</i>, 7, 913. https://doi.org/10.1007/s43621-026-03253-2 Factor de impact: 5,2 Calcul punctaj = $(0,2+4 \times 5,2) \times 2/4 = 10,5$ puncte 11.6. Apollon, W. (2026). Challenges to the industrial-scale production of fungal-based cosmetics. In S. Ghosh & H. N. Onyeaka (Eds.), <i>Fungal-Based Cosmetics: Formulation and Usage</i> (pp. 403–415). Springer Nature Switzerland. https://doi.org/10.1007/978-3-032-09291-5_21 Calcul punctaj = $(0,2+4 \times 0) \times 2/4 = 0,1$ puncte 11.7. Jali, N. P., Doorasamy, M., & Gregory, V. (2026). Triple bottom line dynamics and strategic growth of small manufacturing enterprises in KwaZulu-Natal. <i>International Journal of Business Ecosystem & Strategy</i>, 8(2), 166–176. https://doi.org/10.36096/ijbes.v8i2.1151 Calcul punctaj = $(0,2+4 \times 0) \times 2/4 = 0,1$ puncte 11.8. Motiei, M., Khani, A. M., & Rezai, M. (2026). Analyzing the role of utility and hedonic features in purchase intention and its effect on word-of-mouth advertising: A study based on the SOR model. <i>Consumer Behavior Studies Journal</i>, 13(1), 180–215. Calcul punctaj = $(0,2+4 \times 0) \times 2/4 = 0,1$ puncte 11.9. Garibay, A. T. K.-G. (2026). Cosmetic packaging. In K. Alexander & P. Romanowski (Eds.), <i>Cosmetic Science: Formulation and Technologies</i> (pp. 445–473). Springer Nature Switzerland. Calcul punctaj = $(0,2+4 \times 0) \times 2/4 = 0,1$ puncte 11.10. Khan, A. N., Alotaibi, H. S. S., & Raza, Z. A. (2025). Understanding the drivers of sustainable food consumption of Chinese university students: A moderated mediation model. <i>International Journal of Sustainability in Higher Education</i>, 26(2), 391–405. https://doi.org/10.1108/IJSHE-06-2023-0225 Factor de impact: 3,3 Calcul punctaj = $(0,2+4 \times 3,3) \times 2/4 = 6,7$ puncte 11.11. Ryu, M. A., Kim, H. S., Chiu, W., & Lee, S. (2025). Impact of sports brands' activities: Are consumers willing to pay a price premium? <i>International Journal of Sports Marketing and Sponsorship</i>, 26(1), 162–180. https://doi.org/10.1108/IJSMS-05-2024-0114 Factor de impact: 3,2 Calcul punctaj = $(0,2+4 \times 3,2) \times 2/4 = 6,5$ puncte 11.12. Begum I., A. U., & Kalpana, R. (2025). Social media marketing effort in impacting the intention of purchase of green cosmetics by Indian consumers. <i>International Review of Management and Marketing</i>, 15(2), 189–199. https://doi.org/10.32479/irmm.17391 Calcul punctaj = $(0,2+4 \times 0) \times 2/4 = 0,1$ puncte 11.13. Stephen, S., & Aigbavboa, C. (2025). Enhancing academia–industry partnerships for sustainable building: A		
--	--	--



change framework for research and innovation integration in Sub-Saharan Africa. <i>Sustainability</i>, 17(9), 3863. https://doi.org/10.3390/su17093863 Factor de impact: 4,1 Calcul punctaj = $(0,2+4 \times 4,1) \times 2/4 = 8,3$ puncte 11.14. Alviri, H., Lynes, J., & Habib, K. (2025). Beyond green chemistry: A comprehensive review of how sustainability has been integrated into cosmetic research. <i>Global Sustainability</i>, 8, e16, 1–18. https://doi.org/10.1017/sus.2025.5 Factor de impact: 8,8 Calcul punctaj = $(0,2+4 \times 8,8) \times 2/4 = 17,7$ puncte 11.15. D’Adamo, I., Gastaldi, M., Giacalone, R., & Kazancoglu, Y. (2024). A strategic and social analytics model for sustainable packaging in the cosmetic industry. <i>Supply Chain Analytics</i>, 8, 100090. https://doi.org/10.1016/j.sca.2024.100090 Calcul punctaj = $(0,2+4 \times 0) \times 2/4 = 0,1$ puncte 11.16. Rüteliönè, A., & Bhutto, M. Y. (2024). Exploring the psychological benefits of green apparel and its influence on attitude, intention and behavior among Generation Z: A serial multiple mediation study applying the stimulus–organism–response model. <i>Journal of Fashion Marketing and Management: An International Journal</i>, 28(5), 1074–1092. https://doi.org/10.1108/JFMM-06-2023-0161 Factor de impact: 3,3 Calcul punctaj = $(0,2+4 \times 3,3) \times 2/4 = 6,7$ puncte 11.17. Lizcano-Prada, J., Maestre-Matos, M., & Lombana-Coy, J. (2024). Sustainability standards in rural entrepreneurship: the case of banana producers in Magdalena (Colombia) Estándares de sostenibilidad en emprendimientos rurales: El caso de los productores de banano en Magdalena (Colombia) Padrões de sustentabilidade em empreendimentos rurais: O caso dos produtores de banana em Magdalena (Colômbia). <i>Management Research: Journal of the Iberoamerican Academy of Management</i>. https://doi.org/10.1108/MRJIAM-03-2023-1398 Factor de impact: 1,3 Calcul punctaj = $(0,2+4 \times 1,3) \times 2/4 = 2,7$ puncte 11.18. Lu, F. (2024). Online shopping consumer perception analysis and future network security service technology using logistic regression model. <i>PeerJ Computer Science</i>, 10, e1777. https://doi.org/10.7717/peerj-cs.1777 Factor de impact: 2,5 Calcul punctaj = $(0,2+4 \times 2,5) \times 2/4 = 5,1$ puncte 11.19. Hossain, M. S., Babu, M. A., & Yusuf, K. M. (2024). Exploring emotional dynamics: Word count effects in Facebook posts by sports shoe brands. <i>Heliyon</i>, 10(21), e39808. https://doi.org/10.1016/j.heliyon.2024.e39808 Factor de impact: 3,6 Calcul punctaj = $(0,2+4 \times 3,6) \times 2/4 = 7,3$ puncte 11.20. Ramírez Pagès, A., Derqui Zaragoza, B., & Polo López, M. (2024). Sipping a sustainable life: Exploring drivers and barriers in consumer attitudes toward non or low alcoholic spirits. <i>Appetite</i>, 197, 107308. https://doi.org/10.1016/j.appet.2024.107308 Factor de impact: 3,8. Calcul punctaj = $(0,2+4 \times 3,8) \times 2/4 = 7,7$ puncte		
---	--	--



11.21. Shih, I.-T., Silalahi, A. D. K., Baljir, K., & Jargalsaikhan, S. (2024). Exploring the impact of perceived sustainability on customer satisfaction and the mediating role of perceived value. <i>Cogent Business & Management</i>, 11(1), 2431647. https://doi.org/10.1080/23311975.2024.2431647 Factor de impact: 2,9 Calcul punctaj = $(0,2+4 \times 2,9) \times 2/4 = 5,9$ puncte 11.22. Wang, Z. (2024). Research and application of product design user requirements mining based on online comments and Kano model. <i>Informatica</i>, 47(10), 141–154. https://doi.org/10.31449/inf.v47i10.4909 Calcul punctaj = $(0,2+4 \times 0) \times 2/4 = 0,1$ puncte 11.23. Kıymahoğlu, A., Yetkin Özbük, R. M., Aydın Ünal, D., Dirlik, O., & Akar, N. (2024). Unpacking sustainable packaging through the stimulus-organism-response model: A systematic literature review. <i>SAGE Open</i>, 14(4), 1–23. https://doi.org/10.1177/21582440241302320 Factor de impact: 2 Calcul punctaj = $(0,2+4 \times 2) \times 2/4 = 4,1$ puncte 11.24. Khoirala, C. M., & Alfansi, L. (2024). Green euphoria: Unraveling the power of sustainable brands—Examining the nexus of green brand image, authenticity, and emotional well-being with the mediating force of green brand attachment. <i>Journal of Entrepreneurship and Business</i>, 5(1), 28–42. https://doi.org/10.24123/jeb.v5i1.6069 Calcul punctaj = $(0,2+4 \times 0) \times 2/4 = 0,1$ puncte 11.25. Mehdi, S. M., Rütelionë, A., & Bhutto, M. Y. (2024). The role of environmental values, environmental self-identity, and attitude in Generation Z's purchase intentions for organic food. <i>Environmental Research, Engineering and Management</i>, 80(2), 75–87. https://doi.org/10.5755/j01.arem.80.2.36649 Calcul punctaj = $(0,2+4 \times 0) \times 2/4 = 0,1$ puncte 11.26. Lim, S., & Kwon, K. H. (2024). Effect of Consumer Perception on Formation of Cosmetic Brand Attitudes in Environmental, Social, and Governance Management. <i>Transnational Marketing Journal</i>, 12(1), 14–27. Calcul punctaj = $(0,2+4 \times 0) \times 2/4 = 0,1$ puncte 11.27. Srivastava, P., & Maurya, M. (2024). Beauty with a conscience: Can technology bridge the gap between eco-awareness and sustainable online choices? <i>International Management Review</i>, 20(Special Issue), 102–115. Calcul punctaj = $(0,2+4 \times 0) \times 2/4 = 0,1$ puncte 11.28. Murugan, B., Sagadevan, S., & Moharana, S. (2024). Polymer-based carbon nanocomposite materials for cosmetic and packaging applications. In <i>Carbon Nanotube-Polymer Nanocomposites: Synthesis, Properties, and Applications</i> (pp. 205–222). Springer Nature Singapore. https://doi.org/10.1007/978-981-97-6329-0_9 Calcul punctaj = $(0,2+4 \times 0) \times 2/4 = 0,1$ puncte 11.29. Prabakaran, M., Selvalakshmi, M., & Nithilia, R. C. J. (2024). The role of digital touchpoints in car purchasing: An empirical research concerning the Indian market. <i>Indian Journal of Science and Technology</i>, 17(29), 3044–3053. https://doi.org/10.17485/IJST/v17i29.3212 Calcul punctaj = $(0,2+4 \times 0) \times 2/4 = 0,1$ puncte		
---	--	--



11.30. Limbu, Y. B., & Ahamed, A. F. M. J. (2023). What influences green cosmetics purchase intention and behavior? A systematic review and future research agenda. <i>Sustainability</i>, 15(15), 11881. https://doi.org/10.3390/su151511881 Factor de impact: 3,3 Calcul punctaj = $(0,2+4 \times 3,3) \times \frac{2}{4} = 6,7$ puncte 11.31. Dube, M., & Dube, S. (2023). Towards sustainable color cosmetics packaging. <i>Cosmetics</i>, 10(5), 139. https://doi.org/10.3390/cosmetics10050139 Factor de impact: 3,4 Calcul punctaj = $(0,2+4 \times 3,4) \times \frac{2}{4} = 6,9$ puncte 11.32. Băbăș, A. F., Mazilu, M., Niță, A., Drăguleasa, I. A., & Grigore, M. (2023). Tourism and travel competitiveness index: From theoretical definition to practical analysis in Romania. <i>Sustainability</i>, 15(13), 10157. https://doi.org/10.3390/su151310157 Factor de impact: 3,3 Calcul punctaj = $(0,2+4 \times 3,3) \times \frac{2}{4} = 6,7$ puncte 11.33. Lim, H. Y., & Kwon, K. H. (2023). Sustainable assessment of the environmental activities of major cosmetics and personal care companies. <i>Sustainability</i>, 15(18), 13286. https://doi.org/10.3390/su151813286 Factor de impact: 3,3 Calcul punctaj = $(0,2+4 \times 3,3) \times \frac{2}{4} = 6,7$ puncte 11.34. Xara-Brasil, D., Cordeiro, J. P., Carvalho, L. C., Parda, P., & Silveira, P. D. (2023). Consumer, retailer, and producer green orientation as a marketing driver: An empirical study in an urban food market. <i>Sustainability</i>, 15(4), 3439. https://doi.org/10.3390/su15043439 Factor de impact: 3,3 Calcul punctaj = $(0,2+4 \times 3,3) \times \frac{2}{4} = 6,7$ puncte 11.35. Lim, S., & Kwon, K. H. (2023). Relationship between brand attitude and loyalty according to cosmetic brand's environmental management and involvement. <i>Asian Journal of Beauty and Cosmetology</i>, 21(3), 417–427. https://doi.org/10.20402/ajbc.2023.0055 Calcul punctaj = $(0,2+4 \times 0) \times \frac{2}{4} = 0,1$ puncte 11.36. Yan, S., Kumboon, B., Prakthayanon, S., & Karaweak, S. (2023). The development consumers' repurchase intention of fresh products on community e-commerce platform in Changsha, Hunan Province, China. <i>International Journal of Multidisciplinary in Management and Tourism</i>, 7(2), 241–256. https://doi.org/10.14456/ijmmt.2023.16 Calcul punctaj = $(0,2+4 \times 0) \times \frac{2}{4} = 0,1$ puncte 11.37. Villi, B., & Bahar, R. (2023). Cruelty-free etiketli kozmetik markalarının sosyal medya hesaplarının incelenmesine yönelik bir içerik analizi. <i>Uluslararası İktisadi ve İdari İncelemeler Dergisi</i>, C-iasoS 2022 Özel Sayısı, 219–233. https://doi.org/10.18092/ulikidince.1220000 Calcul punctaj = $(0,2+4 \times 0) \times \frac{2}{4} = 0,1$ puncte 11.38. Martínez Robles, J., Sandoval Barraza, L. A., & Gutiérrez Orozco, K. T. (2022). El visual merchandising sostenible como estrategia para la adopción de prácticas sustentables en el sector comercio al por menor Sinaloense. <i>Ciencia y Universidad</i>, (44). Calcul punctaj = $(0,2+4 \times 0) \times \frac{2}{4} = 0,1$ puncte		
--	--	--



	*** 12. Lucrarea: Obadă, D. R., & Dabija, D.-C. (2022). “In flow”! Why do users share fake news about environmentally friendly brands on social media? <i>International Journal of Environmental Research and Public Health</i>, 19(8), 4861. https://doi.org/10.3390/ijerph19084861, a fost citată de: 12.1. Choi, E. C., & Young, L. E. (2026). Who you know, what you believe, what you share: Personal networks and health misinformation susceptibility. <i>Social Networks</i>, 87, 163–172. https://doi.org/10.1016/j.socnet.2026.06.008 Factor de impact: 2,7 Calcul punctaj = $(0,2+4 \times 2,7) \times 2/2 = 11$ puncte 12.2. Korfii, U., Owghonda, G., Kanee, R. B., Chukwu, J. M., Oranezi, I., Neenwi, M. E., et al. (2026). “I didn’t believe it was real”: A qualitative exploration of COVID-19 vaccine hesitancy among key populations living with HIV/AIDS in Rivers State, Nigeria. <i>BMC Public Health</i>, 26, 2279. https://doi.org/10.1186/s12889-026-27969-y Factor de impact: 4,4 Calcul punctaj = $(0,2+4 \times 4,4) \times 2/2 = 17,8$ puncte 12.3. Paliwal, S., & Bharti, R. (2026). Big data-driven fake news detection using modified CNN and bidirectional RNN architectures with Spark and Flink integration. In D. Goyal, P. Bansal, R. Dutta, & M. Sharma (Eds.), <i>Intelligent Systems Using Semiconductors for Robotics and IoT</i> (pp. 191–195). CRC Press. Calcul punctaj = $(0,2+4 \times 0) \times 2/2 = 0,2$ puncte 12.4. Ore Choque, M. K., Delgado Asto, E. C., Mendoza Rejas, J. N., Anyosa Orè, M. W., & Acevedo Cruz, E. C. (2026). Revisión sistemática de la producción académica sobre el impacto de las fake news entre los años 2020–2025. <i>Revista InveCom</i>, 6(1), 1–10. https://doi.org/10.5281/zenodo.15309913 Calcul punctaj = $(0,2+4 \times 0) \times 2/2 = 0,2$ puncte 12.5. Grumadaitė, K., & Babu, S. T. (2026). Digital resilience in the age of AI: The role of media and information literacy (MIL) in empowering Gen Z and enhancing ESG outcomes. In J. Belak & S. Oberman Peterka (Eds.), <i>Sustainable Governance in the Age of Artificial Intelligence: Interdisciplinary Perspectives on ESG, Digital Transformation and Corporate Responsibility</i> (pp. 853–876). University of Maribor Press. https://doi.org/10.18690/um.epf.7.2026.45 Calcul punctaj = $(0,2+4 \times 0) \times 2/2 = 0,2$ puncte 12.6. An, Y., Huang, Y., Danjuma, N. U., Apuke, O. D., & Tunca, E. A. (2025). Why do people spread fake news? Modelling the factors that influence social media users’ fake news sharing behaviour. <i>Information Development</i>, 41(1), 48–60. https://doi.org/10.1177/026666669231194357 Factor de impact: 2,9 Calcul punctaj = $(0,2+4 \times 2,9) \times 2/2 = 11,8$ puncte 12.7. Kaur, D., Kushwah, S., & Sharma, A. (2025). The “what” and “why” of fake news: an in-depth qualitative investigation of young consumers. <i>Qualitative Market Research: An International Journal</i>, 28(2), 313–352. https://doi.org/10.1108/QMR-07-2023-0093 Factor de impact: 2,5 Calcul punctaj = $(0,2+4 \times 2,5) \times 2/2 = 10,2$ puncte	
--	--	--

Obadă



12.8. Arikewuyo, A. O. (2025). Is AI stirring innovation or chaos? Psychological determinants of AI fake news exposure (AI-FNE) and its effects on young adults. <i>Journalism and Media</i>, 6(2), 53. https://doi.org/10.3390/journalmedia6020053 Factor de impact: 2,5 Calcul punctaj = $(0,2+4x\ 2,5)x2/2 = 10,2\ puncte$ 12.9. Moh'd Al-Dwairi, R., & Alawneh, A. (2024). An effective model of viral marketing for e-commerce enterprises: An empirical study. <i>HighTech and Innovation Journal</i>, 5(1), 143–156. https://doi.org/10.28991/HIJ-2024-05-01-011. Calcul punctaj = $(0,2+4x0) \times 2/2 = 0,2\ puncte$ 12.10. Le, M. T. (2024). The spread of fake news: Disclosure willingness role. <i>Heliyon</i>, 10(14). https://doi.org/10.1016/j.heliyon.2024.e34468 Factor de impact: 3,6 Calcul punctaj = $(0,2+4x\ 3,6)x2/2 = 14,6\ puncte$ 12.11. Mazhar, B., Niu, J., Zhong, Q., & Haq, I. U. (2024). Unraveling the dynamics of COVID-19 fake news spread: The influence of socialization, entertainment, and altruism in instant news sharing on social media. <i>Telematics and Informatics Reports</i>, 15, 100155. https://doi.org/10.1016/j.teler.2024.100155 Factor de impact: 4,7 Calcul punctaj = $(0,2+4x\ 4,7)x2/2 = 19\ puncte$ 12.12. Li, N. (2024). Analyzing the complexity of public opinion evolution on Weibo: A super network model. <i>Journal of the Knowledge Economy</i>, 1–36. https://doi.org/10.1007/s13132-024-02059-9 Calcul punctaj = $(0,2+4x0) \times 2/2 = 0,2\ puncte$ 12.13. Durmus Senyapar, H. N. (2024). Electric Vehicles in the Digital Discourse: A Sentiment Analysis of Social Media Engagement for Turkey. <i>SAGE Open</i>, 14(4), 21582440241295945. https://doi.org/10.1177/21582440241295945 Factor de impact: 2 Calcul punctaj = $(0,2+4x2)x2/2 = 8,2\ puncte$ 12.14. KaabOmeir, F., Khademizadeh, S., Seifadini, R., Balani, S. O., & Khazaneha, M. (2024). Overview of misinformation and disinformation research from 1971 to 2022. <i>Journal of Scientometric Research</i>, 13(2), 430–447. https://doi.org/10.5530/jscires.13.2.34 Factor de impact: 0,9 Calcul punctaj = $(0,2+4x\ 0,9)x2/2 = 3,8\ puncte$ 12.15. Negi, P., & Bedi, M. (2024). Examining the Effect of Fake News Awareness on Social Media Users' News Sharing Behavior. <i>Informing Science</i>, 27, 14. https://doi.org/10.28945/5397 Calcul punctaj = $(0,2+4x0) \times 2/2 = 0,2\ puncte$ 12.16. Gupta, P., Mishra, V., & Rana, S. (2024). An exploratory study of the impact of perceived fake news on brand attachment: Mediating role of brand trust and consumer-brand identification. <i>International Journal of Technological Learning, Innovation and Development</i>, 15(3), 329–346. https://doi.org/10.1504/IJTLID.2024.137485 Calcul punctaj = $(0,2+4x0) \times 2/2 = 0,2\ puncte$ 12.17. Rahmawati, Hidayati, N., Srinin, W., & Taufiqurijal, A.		
--	--	--



(2024). Re-examining the new “Greeneration” behaviors: How does the sequential mediation role of green word of mouth and green trust affect green purchase intention among Generation Z? <i>Journal of Theoretical and Applied Management</i>, 17(3), 516–534. https://doi.org/10.20473/jmtt.v17i3.64645 Calcul punctaj = $(0,2+4x0) \times 2/2 = 0,2$ puncte 12.18. Sun, Y., & Xie, J. (2024). Who shares misinformation on social media? A meta-analysis of individual traits related to misinformation sharing. <i>Computers in Human Behavior</i>, 158, 108271. https://doi.org/10.1016/j.chb.2024.108271 Factor de impact: 8,9 Calcul punctaj = $(0,2+4x8,9) \times 2/2 = 35,8$ puncte 12.19. Rad, D., Cuc, L. D., Feher, A., Joldeș, C. S. R., Bătcă-Dumitru, G. C., Șendroi, C., ... & Popescu, M. G. (2023). The influence of social stratification on trust in recommender systems. <i>Electronics</i>, 12(10), 2160. https://doi.org/10.3390/electronics12102160 Factor de impact: 2,6 Calcul punctaj = $(0,2+4x2,6) \times 2/2 = 10,6$ puncte 12.20. Purnama, Y., & Rusmini, A. (2023). The influence of technology on management and legal aspects of the tourism business. <i>Journal of Contemporary Administration and Management (ADMAN)</i>, 1(3), 128–136. https://doi.org/10.61100/adman.v1i3.60 Calcul punctaj = $(0,2+4x0) \times 2/2 = 0,2$ puncte 12.21. Chandrasapth, K., & Yannopoulous, N. (2024). The role of disinformation in promoting CSR conscious brands. In V. Jeseo & J. Allen (Eds.), <i>Welcome to the New Normal: Life After the Chaos: Proceedings of the 2023 AMS Annual Conference</i> (pp. 225–233). Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-49039-2_22 Calcul punctaj = $(0,2+4x0) \times 2/2 = 0,2$ puncte 12.22. Kurt, E. (2023). A comparative analysis of English and Turkish hashtags on allergic rhinitis: Instagram hashtags and allergic rhinitis. <i>Journal of European Internal Medicine Professionals</i>, 1(4), 134–137. https://doi.org/10.5281/zenodo.10019796 Calcul punctaj = $(0,2+4x0) \times 2/2 = 0,2$ puncte 12.23. Kliestik, T., Novak, A., & Lăzăroi, G. (2022). Live shopping in the metaverse: Visual and spatial analytics, cognitive artificial intelligence techniques and algorithms, and immersive digital simulations. <i>Linguistic and Philosophical Investigations</i>, 21, 187–202. https://doi.org/10.22381/lpi21202212 Calcul punctaj = $(0,2+4x0) \times 2/2 = 0,2$ puncte 12.24. Zvarikova, K., Frajtova Michalikova, K., & Rowland, M. (2022). Retail data measurement tools, cognitive artificial intelligence algorithms, and metaverse live shopping analytics in immersive hyper-connected virtual spaces. <i>Linguistic and Philosophical Investigations</i>, 21, 9–24. https://doi.org/10.22381/lpi2120221 Calcul punctaj = $(0,2+4x0) \times 2/2 = 0,2$ puncte 12.25. Hudson, J. (2022). Virtual immersive shopping experiences in metaverse environments: Predictive customer analytics, data visualization algorithms, and smart retailing technologies. <i>Linguistic and Philosophical Investigations</i>, 21, 236–251. https://doi.org/10.22381/lpi21202215		
---	--	--



Calcul punctaj = $(0,2+4 \times 0) \times 2/2 = 0,2$ puncte 12.26. Balica, R. Ș., Majerová, J., & Cuțitoi, A. C. (2022). Metaverse applications, technologies, and infrastructure: Predictive algorithms, real-time customer data analytics, and virtual navigation tools. <i>Linguistic and Philosophical Investigations</i>, 21, 219–235. https://doi.org/10.22381/lpi21202214 Calcul punctaj = $(0,2+4 \times 0) \times 2/2 = 0,2$ puncte 12.27. Zhang, T., Qin, H., & Xu, W. (2022). Environmental regulation, greenwashing behaviour, and green governance of high-pollution enterprises in China. <i>International Journal of Environmental Research and Public Health</i>, 19(19), 12539. https://doi.org/10.3390/ijerph191912539 Factor de impact: 4,6 Calcul punctaj = $(0,2+4 \times 4,6) \times 2/2 = 18,6$ puncte 12.28. Zojaji, Z., & Tork Ladani, B. (2022). Adaptive cost-sensitive stance classification model for rumor detection in social networks. <i>Social Network Analysis and Mining</i>, 12(1), 134. https://doi.org/10.1007/s13278-022-00952-2 Factor de impact: 2,8 Calcul punctaj = $(0,2+4 \times 2,8) \times 2/2 = 11,4$ puncte 12.29. Konecny, V., Jaśkiewicz, M., & Downs, S. (2022). Motion planning and object recognition algorithms, vehicle navigation and collision avoidance technologies, and geospatial data visualization in network connectivity systems. <i>Contemporary Readings in Law and Social Justice</i>, 14(1), 89–104. https://doi.org/10.22381/crlsj14120226 Calcul punctaj = $(0,2+4 \times 0) \times 2/2 = 0,2$ puncte 12.30. Gordon, S. (2022). Computer vision algorithms, vehicle navigation and remote sensing technologies, and smart traffic planning and analytics in urban transportation systems. <i>Contemporary Readings in Law and Social Justice</i>, 14(1), 9–24. https://doi.org/10.22381/CRLSJ14120221 Calcul punctaj = $(0,2+4 \times 0) \times 2/2 = 0,2$ puncte 12.31. Arnold, J., Bailey, C. P., Evans, W. D., & Napolitano, M. A. (2022). Application of McGuire’s model to weight management messages: Measuring persuasion of Facebook posts in the Healthy Body, Healthy U trial for young adults attending university in the United States. <i>International Journal of Environmental Research and Public Health</i>, 19(21), 14275. https://doi.org/10.3390/ijerph192114275 Factor de impact: 4,6 Sursa: https://www.mdpi.com/journal/ijerph/history Calcul punctaj = $(0,2+4 \times 4,6) \times 2/2 = 18,6$ puncte 12.32. Carey, B. (2022). Geospatial data mining, computer vision-based lane detection and object localization algorithms, and mapping and navigation tools in smart urban mobility systems. <i>Contemporary Readings in Law and Social Justice</i>, 14(1), 121–136. https://doi.org/10.22381/CRLSJ14120228 Calcul punctaj = $(0,2+4 \times 0) \times 2/2 = 0,2$ puncte 12.33. Lu, H., Tong, J., & Tang, Y. (2022). Analysis of Green Credit and the Ecological Welfare Performance Based on Empirical Models and ARIMA (2, 3, 2): Taking China as an Example. <i>Sustainability</i>, 14(19), 11919. https://doi.org/10.3390/su141911919 Factor de impact: 3,9 Calcul punctaj = $(0,2+4 \times 3,9) \times 2/2 = 15,8$ puncte		
---	--	--



12.34. Ponte, M. C. U., Méndez-Zorrilla, A., & Oleagordia Ruiz, I. (2022). Use of LinkedIn endorsements in recommender systems. <i>Education and New Developments 2022</i>, 115–119. https://doi.org/10.36315/2022v1end025 Calcul punctaj = $(0,2+4x0) \times 2/2 = 0,2 \text{ puncte}$ *** 13. Lucrarea: Obadă D. R., & Dabija D.-C. (2022). The Mediation Effects of Social Media Usage and Sharing Fake News about Companies. <i>Behavioral Sciences</i>, 12(10), 372, https://doi.org/10.3390/bs12100372, a fost citată de: 13.1. Negi, P., & Bedi, M. (2026). Fake news and brands: Attitude towards fake news sharing on social media and its impact on purchase intentions. <i>International Journal of Management Concepts and Philosophy</i>, 19(1), 25–48. https://doi.org/10.1504/IJMCP.2026.150681 Calcul punctaj = $(0,2+4x0) \times 2/2 = 0,2 \text{ puncte}$ 13.2. Baci, M. A., Ciocoi-Pop, D. R., & Apostu, A. P. (2026). Fake news exposure and financial performance in professional football: A panel analysis of listed European clubs. <i>Amfiteatru Economic</i>, 28(73), 998–1020. https://doi.org/10.24818/EA/2026/73/998 Factor de impact: 2,6 Calcul punctaj = $(0,2+4x2,6) \times 2/2 = 10,6 \text{ puncte}$ 13.3. Burcă-Voicu, M. I., Cramarenco, R. E., & Dabija, D. C. (2025). Navigating the social media market: AI and the challenge of fake news dissemination in the business environment. <i>Oeconomia Copernicana</i>, 16(1), 79–124. https://doi.org/10.24136/oc.3386 Factor de impact: 13,8 Calcul punctaj = $(0,2+4x13,8) \times 2/2 = 55,4 \text{ puncte}$ 13.4. An, Y., Huang, Y., Danjuma, N. U., Apuke, O. D., & Tunca, E. A. (2025). Why do people spread fake news? Modelling the factors that influence social media users' fake news sharing behaviour. <i>Information Development</i>, 41(1), 48–60. https://doi.org/10.1177/02666669231194357 Factor de impact: 2 Calcul punctaj = $(0,2+4x2) \times 2/2 = 8,2 \text{ puncte}$ 13.5. Moran, R. E., & Knesl, O. (2025). How can the veterinary profession tackle social media misinformation? <i>Journal of the American Veterinary Medical Association</i>, 263(6), 802–808. https://doi.org/10.2460/javma.24.10.0665 Factor de impact: 2,3 Calcul punctaj = $(0,2+4x2,3) \times 2/2 = 9,4 \text{ puncte}$ 13.6. Ma, R., Wang, X., & Yang, G. R. (2025). Fighting fake news in the age of generative AI: Strategic insights from multi-stakeholder interactions. <i>Technological Forecasting and Social Change</i>, 216, 124125. https://doi.org/10.1016/j.techfore.2025.124125 Factor de impact: 13,5 Calcul punctaj = $(0,2+4x13,5) \times 2/2 = 54,2 \text{ puncte}$ 13.7. Dinu, V., Pelau, C., Lile, R., & Boghicevici, C. (2024). Pay or leave? The role of social media fatigue and willingness to pay to avoid fake news in social networks use. <i>Journal of Business Economics and Management</i>, 25(3), 516–530. https://doi.org/10.3846/jbem.2024.21604 Factor de impact: 2,7 Calcul punctaj = $(0,2+4x2,7) \times 2/2 = 11 \text{ puncte}$		
---	--	--



13.8. Aiswarya, U. B., Harindranath, R. M., & Challapalli, P. (2024). Social Media Information Sharing: Is It a Catalyst for Green Consumption among Gen X and Gen Y Cohorts? <i>Sustainability</i>, 16(14), 6011. https://doi.org/10.3390/su16146011 Factor de impact: 3,3 Calcul punctaj = $(0,2+4 \times 3,3) \times 2/2 = 13,4$ puncte 13.9. Serra, L., & Campaniço, M. (2024). The use of social media: The mediating effect of the number of followers on the relationship between life satisfaction and users' self-esteem. <i>Psique</i>, 20(1), 8–21. https://doi.org/10.26619/2183-4806.XX.1.1 Calcul punctaj = $(0,2+4 \times 0) \times 2/2 = 0,2$ puncte 13.10. Harrison, J. (2024). The anatomy of fake news: Definitions, differentiations, consequences, and spread. <i>Information, Medium, and Society: Journal of Publishing Studies</i>, 22(1), 47–73. https://doi.org/10.18848/2691-1507/cgp/v22i01/47-73 Calcul punctaj = $(0,2+4 \times 0) \times 2/2 = 0,2$ puncte 13.11. Pelau, C., Pop, M. I., Stanescu, M., & Sanda, G. (2023). The breaking news effect and its impact on the credibility and trust in information posted on social media. <i>Electronics</i>, 12(2), 423. https://doi.org/10.3390/electronics12020423 Factor de impact: 2,6 Calcul punctaj = $(0,2+4 \times 2,6) \times 2/2 = 10,6$ puncte 13.12. Briciu, V., Topan, A., Calin, M., Dobrota, R., Leucuta, D., & Lupse, M. (2023). Comparison of COVID-19 severity in vaccinated and unvaccinated patients during the Delta and Omicron wave of the pandemic in a Romanian tertiary infectious diseases hospital. <i>Healthcare</i>, 11(3), 373. https://doi.org/10.3390/healthcare11030373 Factor de impact: 2,4 Calcul punctaj = $(0,2+4 \times 2,4) \times 2/2 = 9,8$ puncte 13.13. Vintilă, M., Lăzărescu, G. M., Kalaitzaki, A., Tudorel, O. I., & Goian, C. (2023). Fake news during the war in Ukraine: Coping strategies and fear of war in the general population of Romania and in aid workers. <i>Frontiers in Psychology</i>, 14, 1151794. https://doi.org/10.3389/fpsyg.2023.1151794 Factor de impact: 2,6 Calcul punctaj = $(0,2+4 \times 2,6) \times 2/2 = 10,6$ puncte 13.14. Rad, D., Cuc, L. D., Feher, A., Joldeș, C. S. R., Bătcă-Dumitru, G. C., Șendroi, C., ... & Popescu, M. G. (2023). The influence of social stratification on trust in recommender systems. <i>Electronics</i>, 12(10), 2160. https://doi.org/10.3390/electronics12102160 Factor de impact: 2,6 Calcul punctaj = $(0,2+4 \times 2,6) \times 2/2 = 10,6$ puncte 13.15. Zhang, Y., Xie, Y., Shi, V., & Yin, K. (2023). Dynamic characteristics and evolution analysis of information dissemination theme of social networks under emergencies. <i>Behavioral Sciences</i>, 13(4), 282. https://doi.org/10.3390/bs13040282 Factor de impact: 2,5 Calcul punctaj = $(0,2+4 \times 2,5) \times 2/2 = 10,2$ puncte 13.16. Langraw, K. S., & Zaman, A. (2023). A study on evaluating the impact of social media's fake news on the		
--	--	--



attitudes and beliefs of a society. <i>International Journal of Social Science & Entrepreneurship</i>, 3(4), 254–270. https://doi.org/10.58661/ijssse.v3i4.228 Calcul punctaj = $(0,2+4x0)x2/2 = 0,2$ puncte 13.17. Alves, D. O., & Dutra, J. A. A. (2023). Impactos das fake news no âmbito administrativo: Gestão de risco nas empresas e repercussão no mercado financeiro. <i>Revista Foco</i>, 16(6), e2398. https://doi.org/10.54751/revistafoco.v16n6-154 Calcul punctaj = $(0,2+4x0)x2/2 = 0,2$ puncte *** 14. Lucrarea: Obadă, D. R., & Dabija, D. C. (2022). Can fake news about companies lead to an increased social media usage? An empirical investigation. In R. Pamfilie, V. Dinu, C. Vasiliu, D. Pleșea, & L. Tăchiciu (Eds.), <i>8th BASIQ International Conference on New Trends in Sustainable Business and Consumption, Graz, Austria, 25–27 May 2022</i> (pp. 155–162). ASE. https://doi.org/10.24818/BASIQ/2022/08/019, a fost citată de: 14.1. Siminică, M., Ilie, C., & Niță, A. M. (2026). The impact of alarmist and fake news on consumers' economic behaviour: An explanatory model based on data from Romania. <i>Amfiteatru Economic</i>, 28(73), 1021–1051. https://doi.org/10.24818/EA/2026/73/1021 Factor de impact: 2,6 Calcul punctaj = $(0,2+4x2,6)x2/2 = 10,6$ puncte 14.2. Moalla, H., Abid, H., Sallami, D., Aïmeur, E., & Ben Hamed, B. (2025). Exploring the power of dual deep learning for fake news detection. <i>Informatica</i>, 48(4). https://doi.org/10.31449/inf.v48i4.5977 Calcul punctaj = $(0,2+4x0)x2/2 = 0,2$ puncte 14.3. Bakar, W. H. R. W. A., Ridzuan, A. R., Hassan, M. S., & Abd Razak, F. Z. (2025). Exploring fake news sharing among Malaysian university students: Role of Uses and Gratification Theory. <i>Environment-Behaviour Proceedings Journal</i>, 10(SI26), 21–26. https://doi.org/10.21834/e-bpj.v10iSI26.6788 Calcul punctaj = $(0,2+4x0)x2/2 = 0,2$ puncte *** 15. Lucrarea: Fârte, G.-I., & Obadă, D. R. (2021). The effects of fake news on consumers' brand trust. An exploratory study in the food security context. <i>Romanian Journal of Communication and Public Relations</i>, 23(3), 47–61. https://doi.org/10.21018/rjcp.2021.3.333, a fost citată de: 15.1. Pourrashidi Alibigloo, H., Alipoor, J., & Abdul-hassan, H. M. (2026). Detecting fake news: A hybrid approach combining convolutional neural networks with social learning theory. <i>Journal of Applied Journalism & Media Studies</i>. https://doi.org/10.1386/ajms.00199.1 Factor de impact: 0,5 Calcul punctaj = $(0,2+4x0,5)x2/2 = 2,2$ puncte 15.2. Demyen, S., Tănase, A. C., & Tănase, F. D. (2026). The media impact on the economic news consumer. In <i>Sustainability and Social Responsibility of the Media and in the Media: Media Perception and Environmental Impact in the 21st Century</i> (pp. 187–212). Springer Nature Switzerland. https://doi.org/10.1007/978-3-032-00086-6_9 Calcul punctaj = $(0,2+4x0)x2/2 = 0,2$ puncte 15.3. Dudziak, A., & Francis, T. (2026). From social media		
--	--	--



opinion to legal conflict: Freedom of speech, defamation, and corporate image in Nigeria – A crisis communication case study. <i>Civitas et Lex</i>, 49(1), 21–40. https://doi.org/10.31648/cetl.12001 Calcul punctaj = $(0,2+4x0)x2/2 = 0,2$ puncte 15.4. Toma, S. G., Modreanu, A., Sandu, M. C., Văduva, C.-D., & Badea, A.-M. (2026). The impact of fake news on consumer trust in fast-food restaurants: Perceptions of young people in Bucharest. <i>Amfiteatru Economic</i>, 28(73), 958–977. https://doi.org/10.24818/EA/2026/73/958 Factor de impact: 2,6 Calcul punctaj = $(0,2+4x2,6)x2/2 = 10,6$ puncte 15.5. Halder, S., Islam, M. R., Mamun, Q., Mahboubi, A., Walsh, P., & Islam, M. Z. (2025). A comprehensive survey on AI-enabled secure social industrial Internet of Things in the agri-food supply chain. <i>Smart Agricultural Technology</i>, 11, 100902. https://doi.org/10.1016/j.atech.2025.100902 Factor de impact: 7,1 Calcul punctaj = $(0,2+4x7,1)x2/2 = 28,6$ puncte 15.6. Moravec, V., Hynek, N., Gavurova, B., & Kubak, M. (2025). Perceptions of food safety in a post-communist context: The role of disinformation and regulatory trust. <i>British Food Journal</i>, 127(4), 1305–1322. https://doi.org/10.1108/BFJ-09-2024-0899 Factor de impact: 4,4 Calcul punctaj = $(0,2+4x4,4)x2/2 = 17,8$ puncte 15.7. Saeed, H., & Ali, M. (2025). Exploring the Impact of Social Media Political Advertising on Shaping the Opinions of Generation Z. <i>AL-ĪMĀN Research Journal</i>, 3(01), 27-39. https://alimanjournal.com/ojs/index.php/home/article/view/78/61 Calcul punctaj = $(0,2+4x0)x2/2 = 0,2$ puncte 15.8. Cham, T. H., Cheng, B. L., Aw, E. C. X., Tan, G. W. H., Loh, X. M., & Ooi, K. B. (2024). Counteracting the impact of online fake news on brands. <i>Journal of Computer Information Systems</i>, 64(2), 245–264. https://doi.org/10.1080/08874417.2023.2191350 Factor de impact: 2,5 Calcul punctaj = $(0,2+4x2,5)x2/2 = 10,2$ puncte 15.9. Gupta, P., Mishra, V., & Rana, S. (2024). An exploratory study of the impact of perceived fake news on brand attachment: Mediating role of brand trust and consumer-brand identification. <i>International Journal of Technological Learning, Innovation and Development</i>, 15(3), 329–346. https://doi.org/10.1504/IJTLID.2024.137485 Calcul punctaj = $(0,2+4x0)x2/2 = 0,2$ puncte 15.10. Corbet, L., & Brookes, M. (2024). Exploring student attitudes to suicide in the community and in prison. <i>Journal of Concurrent Disorders</i>. https://doi.org/10.54127/CFFB9584. Calcul punctaj = $(0,2+4x0)x2/2 = 0,2$ puncte 15.11. Younis, A., Khan, M. I., & Fazal, S. (2024). Social media use among university students: Impact on socialization. <i>International Journal of Trends and Innovations in Business & Social Sciences</i>, 2(3), 320–331. https://doi.org/10.48112/tibss.v2i3.881 Calcul punctaj = $(0,2+4x0)x2/2 = 0,2$ puncte		
---	--	--



15.12. Türk, E., & Ünsalan, M. (2025). Investigating effects of infodemic on store visit intention. <i>Central European Business Review</i>, 14(3), 21–44. https://doi.org/10.18267/j.cebr.386 Factor de impact: 1,3 Calcul punctaj = $(0,2+4 \times 1,3) \times 2/2 = 5,4$ puncte 15.13. Kaczmarek-Śliwińska, M. (2024). Fake news and image crises in politics in the social media space. In <i>Politics and the Media in Poland from the 19th to the 21st Centuries</i> (pp. 256–270). Brill. https://doi.org/10.1163/9789004687998_015 Calcul punctaj = $(0,2+4 \times 0) \times 2/2 = 0,2$ puncte 15.14. Ezung, S., & Koza, K. O. (2024). The influence of social media on public discourse: Examining how social media shape popular opinion. <i>International Journal of Contemporary Research in Multidisciplinary</i>, 3(6), 112–117. https://doi.org/10.5281/zenodo.14252454 Calcul punctaj = $(0,2+4 \times 0) \times 2/2 = 0,2$ puncte 15.15. Ausat, A. M. A. (2023). The role of social media in shaping public opinion and its influence on economic decisions. <i>Technology and Society Perspectives (TACIT)</i>, 1(1), 35–44. https://doi.org/10.61100/tacit.v1i1.37 Calcul punctaj = $(0,2+4 \times 0) \times 2/2 = 0,2$ puncte 15.16. Konstantakis, K. N., Cheilas, P. T., Melissaropoulos, I. G., Xidonas, P., & Michaelides, P. G. (2023). Supply chains and fake news: A novel input–output neural network approach for the US food sector. <i>Annals of Operations Research</i>, 327(2), 779–794. https://doi.org/10.1007/s10479-022-04817-x Factor de impact: 4,4 Calcul punctaj = $(0,2+4 \times 4,4) \times 2/2 = 17,8$ puncte 15.17. Dewi, A. C., & Novitasari, P. (2023). Enhancing of purchase intention: The role of social media influencer and brand awareness. <i>Jurnal Ekonomi Bisnis dan Kewirausahaan</i>, 12(2), 16–25. https://doi.org/10.47942/jab.v12i2.1468 Calcul punctaj = $(0,2+4 \times 0) \times 2/2 = 0,2$ puncte 15.18. Windisen, W. (2022). Fake news in the time of COVID-19 in Indonesia: Criminal law issues. <i>Jurnal Kajian Pembaruan Hukum</i>, 2(2), 205–226. https://doi.org/10.19184/jkph.v2i2.31184 Calcul punctaj = $(0,2+4 \times 0) \times 2/2 = 0,2$ puncte *** 16. Lucrarea: Obadă, D. R. (2021). Pretesting Flow Questionnaire Design Using Eye-Tracking: An Exploratory Study. <i>Argumentum. Journal of the Seminar of Discursive Logic, Argumentation Theory and Rhetoric</i>, 19(1):102–116, a fost citată de: 16.1. Ramírez Luelmo, S. I., El Mawas, N., Bachelet, R., & Heutte, J. (2024). Detection and asynchronous flow prediction in a MOOC. <i>SN Computer Science</i>, 5(5), 599. https://doi.org/10.1007/s42979-024-02838-w Calcul punctaj = $(0,2+4 \times 0) \times 2/1 = 0,4$ puncte 16.2. Solak, B. B., & Okat, Ö. (2024). İnternet Reklamına Yönelik Fiziksel Tepkilerin Ölçülmesi: Banner Reklamlar Üzerine Araştırma. <i>Selçuk Üniversitesi Sosyal Bilimler Enstitüsü Dergisi</i>, (54), 392–412. https://doi.org/10.52642/susbed.1475405 Calcul punctaj = $(0,2+4 \times 0) \times 2/1 = 0,4$ puncte		
---	--	--



16.3. Ramírez Luelmo, S. I., El Mawas, N., Bachelet, R., & Heutte, J. (2024). Detecting flow via a machine learning model in a MOOC context. In A. Fred, A. Hadjali, O. Gusikhin, & C. Sansone (Eds.), <i>Deep Learning Theory and Applications. DeLTA 2024. Communications in Computer and Information Science, Vol. 2171</i> (pp. 107–122). Springer. https://doi.org/10.1007/978-3-031-66694-0_8 Calcul punctaj = $(0,2+4x0) \times \frac{2}{1} = 0,4$ puncte *** 17. Lucrarea: Obadă, D. R. (2019). Sharing fake news about brands on social media: A new conceptual model based on flow theory. <i>Argumentum. Journal of the Seminar of Discursive Logic, Argumentation Theory and Rhetoric</i>, 17(2), 144–166, a fost citată de: 17.1. Kartika Rini, D., Afiff, A. Z., & Aruan, D. T. H. (2026). Determinant factors of resilient voter towards deviant information: The empirical study of politician branding in Indonesia elections. <i>Journal of Political Marketing</i>, 25(3), 251–273. https://doi.org/10.1080/15377857.2024.2440007 Factor de impact: 2,1 Calcul punctaj = $(0,2+4x2,1) \times \frac{2}{1} = 17,2$ puncte 17.2. Vasist, P. N., & Krishnan, S. (2026). Deciphering trust dynamics in online fake news: A QCA-guided meta-synthesis. <i>e-Service Journal</i>, 15(3), 1–41. https://doi.org/10.2979/esj.00008 Calcul punctaj = $(0,2+4x0) \times \frac{2}{1} = 0,4$ puncte 17.3. Jayawardena, N. S., Quach, S., Thaichon, P., Ross, M., Weaven, S., & Behl, A. (2026). Organisational and regulatory strategies to combat false news circulation on social media. <i>Journal of Strategic Marketing</i>, 34(3), 227–240. https://doi.org/10.1080/0965254X.2023.2253815 Factor de impact: 3,7 Calcul punctaj = $(0,2+4x3,7) \times \frac{2}{1} = 30$ puncte 17.4. Negi, P., & Bedi, M. (2026). Fake news and brands: Attitude towards fake news sharing on social media and its impact on purchase intentions. <i>International Journal of Management Concepts and Philosophy</i>, 19(1), 25–48. https://doi.org/10.1504/IJMCP.2026.150681 Calcul punctaj = $(0,2+4x0) \times \frac{2}{1} = 0,4$ puncte 17.5. Kim, J. H., Kim, J., Park, J., Kim, C., Jhang, J., & King, B. (2025). When ChatGPT gives incorrect answers: The impact of inaccurate information by generative AI on tourism decision-making. <i>Journal of Travel Research</i>, 64(1), 51–73. https://doi.org/10.1177/00472875231212996 Factor de impact: 8 Calcul punctaj = $(0,2+4x8) \times \frac{2}{1} = 64,4$ puncte 17.6. Thomran, M., Alshammari, A. E., Al-Subari, A., & Ahmed, H. (2025). Investigating the role of psychological elements in advancing IT skills among accounting students: Insights from Saudi Arabia. <i>Humanities and Social Sciences Communications</i>, 12, 308. https://doi.org/10.1057/s41599-025-04589-2 Factor de impact: 4,8 Calcul punctaj = $(0,2+4x4,8) \times \frac{2}{1} = 38,8$ puncte 17.7. Li, X., Tse, Y. K., & Bu, X. (2025). Examining corporate social irresponsibility in manufacturing: An eye-tracking study of social media news. <i>International Journal of Production</i>		
--	--	--



<i>Economics</i>, 281, 109539. https://doi.org/10.1016/j.iipe.2025.109539 Factor de impact: 10,6 $Calcul punctaj = (0,2+4 \times 10,6) \times 2 / 1 = 85,2 puncte$ 17.8. Yannopoulou, N., Chandrasapth, K., Bian, X., Jin, B., Gupta, S., & Liu, M. J. (2024). How disinformation affects sales: Examining the advertising campaign of a socially responsible brand. <i>Journal of Business Research</i>, 182, 114789. https://doi.org/10.1016/j.jbusres.2024.114789 Factor de impact: 9,8 $Calcul punctaj = (0,2+4 \times 9,8) \times 2 / 1 = 78,8 puncte$ 17.9. Caliendo, A., Gandini, A., Bainotti, L., & Anselmi, G. (2024). <i>The Platformisation of Consumer Culture: A Digital Methods Guide</i>. Amsterdam University Press. $Calcul punctaj = (0,2+4 \times 0) \times 2 / 1 = 0,4 puncte$ 17.10. Matusitz, J., & Dacas, J. (2024). Deception in the metaverse. In <i>Communication in the Metaverse</i> (pp. 139–159). Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-63485-7_8 $Calcul punctaj = (0,2+4 \times 0) \times 2 / 1 = 0,4 puncte$ 17.11. Pelau, C., Pop, M. I., Stanescu, M., & Sanda, G. (2023). The breaking news effect and its impact on the credibility and trust in information posted on social media. <i>Electronics</i>, 12(2), 423. https://doi.org/10.3390/electronics12020423 Factor de impact: 2,6 $Calcul punctaj = (0,2+4 \times 2,6) \times 2 / 1 = 21,2 puncte$ 17.12. Loos, E., & Ivan, L. (2023). Using media literacy to fight digital fake news in later life: A mission impossible? In Q. Gao & J. Zhou (Eds.), <i>Human Aspects of IT for the Aged Population. HCII 2023</i> (pp. 233–247). Springer. https://doi.org/10.1007/978-3-031-34866-2_18 $Calcul punctaj = (0,2+4 \times 0) \times 2 / 1 = 0,4 puncte$ 17.13. Girão, M., Irigaray, H. A. R., & Stocker, F. (2023). Fake news e storytelling: dois lados da mesma moeda ou duas moedas com lados iguais? <i>Cadernos EBAPE.BR</i>, 21(1), e2023-0003. https://doi.org/10.1590/1679-395120230003 $Calcul punctaj = (0,2+4 \times 0) \times 2 / 1 = 0,4 puncte$ 17.14. Olivieri, M., Mäkelä, R. M., Romenti, S., & Luoma-aho, V. (2023). Digital corporate communication and disinformation. In V. Luoma-aho & M. Badham (Eds.), <i>Handbook on Digital Corporate Communication</i> (pp. 426–438). Edward Elgar Publishing. https://doi.org/10.4337/9781802201963.00042 $Calcul punctaj = (0,2+4 \times 0) \times 2 / 1 = 0,4 puncte$ 17.15. Appiah, E. K. (2023). Mitigating the negative implications of fake social media news on internationalizing firms: The role of social media capability. In <i>Sustainable International Business: Smart Strategies for Business and Society</i> (pp. 105–124). Springer. https://doi.org/10.1007/978-3-031-43785-4_6 $Calcul punctaj = (0,2+4 \times 0) \times 2 / 1 = 0,4 puncte$ 17.16. Sturino, F. S. (2023). Deepfake technology and individual rights. <i>Social Theory and Practice</i>, 49(1), 161–187. https://doi.org/10.5840/soctheorpract2023310184 $Calcul punctaj = (0,2+4 \times 0) \times 2 / 1 = 0,4 puncte$		
---	--	--



17.17. Stiehler-Mulder, B. E., & Maduku, D. K. (2023). The impact of user-generated fake news on brand equity: Moderating mechanisms of brand attitude and corporate reputation. <i>International Journal of Internet Marketing and Advertising</i>, 19(1–2), 146–171. https://doi.org/10.1504/IJIMA.2023.132728 Factor de impact: 1,3 Calcul punctaj = $(0,2+4x1,3)x2/1 = 10,8$ puncte 17.18. Chandrasapth, K., & Yannopoulous, N. (2024). The role of disinformation in promoting CSR conscious brands. In V. Jeseo & J. Allen (Eds.), <i>Welcome to The New Normal: Life After the Chaos: Proceedings of the 2023 AMS Annual Conference</i> (pp. 225–233). Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-49039-2_22 Calcul punctaj = $(0,2+4x0) \times 2/1 = 0,4$ puncte 17.19. Iftikhar, I., Yasmeen, B., & Ahmad, N. (2022). Honeycomb framework: Examining the social and personal drivers of fake news sharing on social media platforms. <i>Journal of Development and Social Sciences</i>, 3(3), 1–16. https://doi.org/10.47205/jdss.2022(3-III)01 Calcul punctaj = $(0,2+4x0) \times 2/1 = 0,4$ puncte 17.20. Doguc, O. (2022). Detecting Turkish fake news via text mining to protect brand integrity. <i>Gazi University Journal of Science Part A: Engineering and Innovation</i>, 9(3), 323–333. https://doi.org/10.54287/gujisa.1170640 Calcul punctaj = $(0,2+4x0)x2/1 = 0,4$ puncte 17.21. Di Domenico, G., Sit, J., Ishizaka, A., & Nunan, D. (2021). Fake news, social media and marketing: A systematic review. <i>Journal of Business Research</i>, 124, 329–341. https://doi.org/10.1016/j.jbusres.2020.11.037 Factor de impact: 10,9 Calcul punctaj = $(0,2+4x10,9)x2/1 = 87,6$ puncte 17.22. Di Domenico, G., Nunan, D., Sit, J., & Pitardi, V. (2021). Free but fake speech: When giving primacy to the source decreases misinformation sharing on social media. <i>Psychology & Marketing</i>, 38(10), 1700–1711. https://doi.org/10.1002/mar.21479 Factor de impact: 5,5 Calcul punctaj = $(0,2+4x5,5)x2/1 = 44,4$ puncte 17.23. Trninić, D., Kuprešanin Vukelić, A., & Bokan, J. (2021). Perception of “fake news” and potentially manipulative content in digital media—A generational approach. <i>Societies</i>, 12(1), 3. https://doi.org/10.3390/soc12010003 Calcul punctaj = $(0,2+4x0)x2/1 = 0,4$ puncte 17.24. Chimenti, P. C. P. D. S., Rodrigues, M. A. D. S., Carneiro, M. G., & Campos, R. D. (2021). From campfire to coliseum: Motivations for using social networks. <i>Qualitative Market Research: An International Journal</i>, 24(5), 610–631. https://doi.org/10.1108/OMR-12-2019-0130 Calcul punctaj = $(0,2+4x0)x2/1 = 0,4$ puncte 17.25. Di Domenico, G., & Visentin, M. (2020). Fake news or true lies? Reflections about problematic contents in marketing. <i>International Journal of Market Research</i>, 62(4), 409–417. https://doi.org/10.1177/1470785320934719 Factor de impact: 1,51 Calcul punctaj = $(0,2+4x1,51)x2/1 = 12,48$ puncte		
--	--	--



- 17.26. Rivera, M. A. (2020). Fake news and hospitality research. *International Journal of Hospitality Management*, 85, 102473. <https://doi.org/10.1016/j.ijhm.2020.102473>
Factor de impact: 9,23
 $\text{Calcul punctaj} = (0,2+4 \times 9,23) \times 2/1 = 74,24 \text{ puncte}$

18. **Lucrarea:** Fârte, G.-I., & Obadă, D. R. (2018). Reactive Public Relations Strategies for Managing Fake News in the Online Environment. *Postmodern Openings*, 9(2), 26-44. <https://doi.org/10.18662/po/16>, a fost citată de:
- 18.1. Wirtz, B. W., Weyerer, J. C., & Müller, T. F. (2026). AI-based digital disinformation: A theory-informed and integrated trilateral framework of digital disinformation for information systems research. *International Journal of Information Management*, 89, 103066. <https://doi.org/10.1016/j.ijinfomgt.2026.103066>
Factor de impact: 31
 $\text{Calcul punctaj} = (0,2+4 \times 31) \times 2/2 = 124,2 \text{ puncte}$
- 18.2. Stravinskiene, J., Hopeniene, R., & Skavicius, D. (2026). Storytelling for brand reputation protection: A strategy against fake news. *Corporate Communications: An International Journal*, 1-16. <https://doi.org/10.1108/CCIJ-10-2025-0327>
Factor de impact: 2,9
 $\text{Calcul punctaj} = (0,2+4 \times 2,9) \times 2/2 = 11,8 \text{ puncte}$
- 18.3. Nazlım, Ö. F., & Özgen, N. (2025). Perceived information and disinformation of Generation Z in the context of the changing consumer society: A research on news consumption behavior on social media. *The Turkish Online Journal of Design, Art and Communication*, 15(1), 309-332. <https://doi.org/10.7456/tojdac.1569297>
 $\text{Calcul punctaj} = (0,2+4 \times 0) \times 2/2 = 0,2 \text{ puncte}$
- 18.4. Wirtz, B. W. (2024). Social media business. In *Digital Business and Electronic Commerce: Strategy, Business Models and Technology* (pp. 71-119). Springer International Publishing. https://doi.org/10.1007/978-3-031-50289-7_3
 $\text{Calcul punctaj} = (0,2+4 \times 0) \times 2/2 = 0,2 \text{ puncte}$
- 18.5. Ganiem, L. M., & Agustina, A. (2023). Cyber public relations strategies for enhancing public engagement: A case study of Kojia Hospital Instagram. *Athena: Journal of Social, Culture and Society*, 1(3), 116-129. <https://doi.org/10.58905/athena.v1i3.104>
 $\text{Calcul punctaj} = (0,2+4 \times 0) \times 2/2 = 0,2 \text{ puncte}$
- 18.6. Wirtz, B. W. (2024). Social media business. In *Digital Business: Strategien, Geschäftsmodelle und Technologien* (pp. 77-126). Springer Gabler. https://doi.org/10.1007/978-3-658-41467-2_3
 $\text{Calcul punctaj} = (0,2+4 \times 0) \times 2/2 = 0,2 \text{ puncte}$
- 18.7. Berezenko, V., Sanakoieva, N., & Kholodnyy, P. (2023). PR communications in wartime: Goal, models, directions. *State and Regions. Series: Social Communications*, 1(53), 104-110. [https://doi.org/10.32840/cpu2219-8741/2023.1\(53\)](https://doi.org/10.32840/cpu2219-8741/2023.1(53))
 $\text{Calcul punctaj} = (0,2+4 \times 0) \times 2/2 = 0,2 \text{ puncte}$
- 18.8. Vu, M. H., & Tran, H. C. (2022). The factors of financial performance of SMEs (case of Vietnam). *Contemporary Economics*, 16(3), 346-360. <https://doi.org/10.5709/ce.1897-9254.486>



Calcul punctaj = $(0,2+4x0)x2/2 = 0,2 \text{ puncte}$ 18.9. Wirtz, B. W. (2022). Social media and public disinformation. In <i>Digital Government: Strategy, Government Models and Technology</i> (pp. 247–286). Springer International Publishing. https://doi.org/10.1007/978-3-031-13086-1_7 Calcul punctaj = $(0,2+4x0)x2/2 = 0,2 \text{ puncte}$ 18.10. Ilgin, H. O. (2021). Sosyal medyada dezenformasyon ve halkla ilişkiler ilişkisi. <i>İletişim Çalışmaları Dergisi</i>, 7(2), 303–322. https://doi.org/10.17932/IAU.ICD.2015.006/icd_v07i2005 Calcul punctaj = $(0,2+4x0)x2/2 = 0,2 \text{ puncte}$ 18.11. Gavriliuță, C., & Bortos, S. (2021). The relationship between trust in media and fake news: A sociological approach. <i>Scientific Annals of the “Alexandru Ioan Cuza” University, Iași. New Series Sociology and Social Work Section</i>, 14(1), 133–141. https://doi.org/10.47743/asas-2021-1-635 Calcul punctaj = $(0,2+4x0)x2/2 = 0,2 \text{ puncte}$ 18.12. del Castillo Wilderbeek, F. L. L. (2020). Publicidad nativa: ¿fake news o recurso estratégico? <i>ComHumanitas: Revista Científica de Comunicación</i>, 11(2), 31–47. https://doi.org/10.31207/rch.v11i2.238 Calcul punctaj = $(0,2+4x0)x2/2 = 0,2 \text{ puncte}$ *** 19. Lucrarea: Obadă, D. R. (2015). <i>Impactul stării de flux din mediul on-line asupra calității percepute a unui site web de brand</i>. Pro Universitaria, București, ISBN 978-606-26-0418-9, a fost citată de: 19.1. Barboș, B. (2025). Improving the organizational behavior management through FLOW concept. <i>Centre for European Studies (CES) Working Papers</i>, 17(2), 226–245. Calcul punctaj = $(0,2+4x0)x2/1 = 0,4 \text{ puncte}$ 19.2. Ortan, F., Simut, C., & Simut, R. (2021). Self-efficacy, job satisfaction and teacher well-being in the K-12 educational system. <i>International Journal of Environmental Research and Public Health</i>, 18(23), 12763. https://doi.org/10.3390/ijerph182312763 Factor de impact: 4,61 Calcul punctaj = $(0,2+4x \underline{4,61})x2/1 = 37,28 \text{ puncte}$ *** 20. Lucrarea: Culache, O., & Obadă, D. R. (2014). Multimodality as a premise for inducing online flow on a brand website: A social semiotic approach. <i>Procedia – Social and Behavioral Sciences</i>, 149, 261–268. https://doi.org/10.1016/j.sbspro.2014.08.227, a fost citată de: 20.1. Hadjistassou, S., Joannidou, S., Muñoz, P. J. M., Louca, P., & Ellinas, G. (2026). Designing and evaluating a game-based AR application for heritage learning: Insights from the Chirokoitia Mystery Game. <i>Journal of Learning for Development</i>, 13(1), 147–161. https://doi.org/10.56059/jl4d.v13i1.1585 Calcul punctaj = $(0,2+4x0)x2/2 = 0,2 \text{ puncte}$ 20.2. Peters, B., & Mongeon-Ferré, J. (2025). Arts-based multiliteracies: A conceptual framework. In B. Peters (Ed.), <i>Arts-Based Multiliteracies for Teaching and Learning</i> (pp. 1–46). IGI Global Scientific Publishing. https://doi.org/10.4018/979-8-3693-3184-2.ch001 Calcul punctaj = $(0,2+4x0)x2/2 = 0,2 \text{ puncte}$		
---	--	--



20.3. Setiawati, E., Purba, R., Suwondo, T., Judijanto, L., Kencanawati, D., Herman, H., Fatmawati, E., & Saputra, N. (2024). An investigation on discourse structure of video games tutorials: A case in multimodal discourse analysis. <i>Research Journal in Advanced Humanities</i>, 5(3). https://doi.org/10.58256/c4h2qk76 Calcul punctaj = $(0,2+4x0)x2/2 = 0,2$ puncte 20.4. Restrepo-Quevedo, D. A., Cuervo, R., Gonzalez-Tobon, J., Camacho, J., & Hernandez, E. (2024). Intersemiotic emergence in sketchbook-mediated design learning. <i>Visual Communication</i>. https://doi.org/10.1177/14703572231206462 Factor de impact: 1,4 Calcul punctaj = $(0,2+4x1,4)x2/2 = 5,8$ puncte 20.5. Gwiazdowska, A. (2024). Beyond a text: A Cyberpragmatics approach to multimodality (image-text relation) in instant messaging communication in the age of Society 5.0. In M. Banaś & G. Wlaźlak (Eds.), <i>Language, Technology, Humanities in Society 5.0</i> (pp. 67–86). V&R unipress. https://doi.org/10.14220/9783737017633.67 Calcul punctaj = $(0,2+4x0)x2/2 = 0,2$ puncte 20.6. Wardhani, N. K. (2024). Optimizing layout structure in the ASOS application using the GeM framework. <i>Journal of Pedagogy and Education Science</i>, 3(3), 235–242. https://doi.org/10.56741/jpes.v3i03.645 Calcul punctaj = $(0,2+4x0)x2/2 = 0,2$ puncte 20.7. Lick, E. (2024). Multimodality in visual research. In F. Kawaf & O. Dekel-Dachs (Eds.), <i>Visual Methods in Marketing and Consumer Research</i> (pp. 142–164). Routledge. https://doi.org/10.4324/9781003310877 Calcul punctaj = $(0,2+4x0)x2/2 = 0,2$ puncte 20.8. Herman, H., Shaumiwaty, Ngongo, M., Fatmawati, E., & Saputra, N. (2023). An analysis on multimodal discourse analysis towards English textbook used by students at school. <i>Journal of Namibian Studies</i>, 33, 613–624. https://doi.org/10.59670/jns.v33i.527 Calcul punctaj = $(0,2+4x0)x2/2 = 0,2$ puncte 20.9. Simanjuntak, E. D., Sinambela, E., & Tampubolon, S. (2023). The EFL students' perceptions of literacy activities for students' interest in reading at senior high school. <i>IDEAS: Journal on English Language Teaching and Learning, Linguistics and Literature</i>, 11(1), 551–559. https://doi.org/10.24256/ideas.v11i1.3796 Calcul punctaj = $(0,2+4x0)x2/2 = 0,2$ puncte 20.10. Permana, P. G. A. M. (2024). News site as virtual linguistic landscape: Representation on linguistic landscape and multimodal discourse analysis. <i>Alphabet: A Biannual Academic Journal on Language, Literary, and Cultural Studies</i>, 6(2), 81–103. Calcul punctaj = $(0,2+4x0)x2/2 = 0,2$ puncte 20.11. Fatmawati, E., Saputra, N., Ngongo, M., Purba, R., & Herman, H. (2022). An application of multimodal text-based literacy activities in enhancing early children's literacy. <i>Jurnal Obsesi: Jurnal Pendidikan Anak Usia Dini</i>, 6(5), 5127–5134. https://doi.org/10.31004/obsesi.v6i5.2782 Calcul punctaj = $(0,2+4x0)x2/2 = 0,2$ puncte 20.12. Sihombing, P. S. R., Herman, H., & Saputra, N. (2022).		
--	--	--



How to teach English conversation? An implementation of a multimodal discourse analysis through images. <i>English Review: Journal of English Education</i>, 10(2), 431–438. https://doi.org/10.25134/erjee.v10i2.6244 Calcul punctaj = $(0,2+4 \times 0) \times 2/2 = 0,2$ puncte 20.13. Lick, E. (2022). “Multimodal sensory marketing” in retailing: The role of intra- and intermodality transductions. <i>Consumption Markets & Culture</i>, 25(3), 252–271. https://doi.org/10.1080/10253866.2022.2046564 Factor de impact: 2,4 Calcul punctaj = $(0,2+4 \times 2,4) \times 2/2 = 9,8$ puncte 20.14. Restrepo-Quevedo, D. A., González Tobón, J., Cuervo, R., Camacho, J., & Hernández-Mihajlovic, E. (2022). Metacognitive transcendence in the learning of the project activity of design through the sketchbook visuality. <i>Kepes</i>, 19(25), 295–324. https://doi.org/10.17151/kepes.2022.19.25.11 Calcul punctaj = $(0,2+4 \times 0) \times 2/2 = 0,2$ puncte 20.15. Areiza-Laverde, H. J., Castro-Ospina, A. E., Hernández, M. L., & Díaz, G. M. (2020). A novel method for objective selection of information sources using multi-kernel SVM and local scaling. <i>Sensors</i>, 20(14), 3919. https://doi.org/10.3390/s20143919 Factor de impact: 3,57 Calcul punctaj = $(0,2+4 \times 3,57) \times 2/2 = 14,48$ puncte 20.16. Areiza-Laverde, H. J., Duarte-Salazar, C. A., Hernández, L., Castro-Ospina, A. E., & Díaz, G. M. (2019). Breast lesion discrimination using saliency features from MRI sequences and MKL-based classification. In <i>Progress in Pattern Recognition, Image Analysis, Computer Vision, and Applications. CIARP 2019</i> (pp. 294–305). Springer. https://doi.org/10.1007/978-3-030-33904-3_27 Calcul punctaj = $(0,2+4 \times 0) \times 2/2 = 0,2$ puncte 20.17. He, J., & Shao, B. (2018). Examining the dynamic effects of social network advertising: A semiotic perspective. <i>Telematics and Informatics</i>, 35(2), 504–516. https://doi.org/10.1016/j.tele.2018.01.014 Factor de impact: 3,71 Calcul punctaj = $(0,2+4 \times 3,71) \times 2/2 = 15,04$ puncte 20.18. Areiza-Laverde, H. J., Díaz, G. M., & Castro-Ospina, A. E. (2018). Feature group selection using MKL penalized with ℓ_1-norm and SVM as base learner. In <i>Applied Computer Sciences in Engineering. WEA 2018</i> (pp. 136–147). Springer. https://doi.org/10.1007/978-3-030-00350-0_12 Calcul punctaj = $(0,2+4 \times 0) \times 2/2 = 0,2$ puncte 20.19. Morales-Solana, D., Esteban-Millat, I., & Alegret Cotas, A. (2018). Flow and consumer behavior in an online supermarket. In <i>Advances in National Brand and Private Label Marketing: Fifth International Conference, 2018</i> (pp. 65–73). Springer International Publishing. https://doi.org/10.1007/978-3-319-92084-9_8 Calcul punctaj = $(0,2+4 \times 0) \times 2/2 = 0,2$ puncte 20.20. Kasemsap, K. (2016). Role of social media in brand promotion: An international marketing perspective. In A. Singh & P. Duhan (Eds.), <i>Managing Public Relations and Brand Image through Social Media</i> (pp. 62–88). IGI Global. https://doi.org/10.4018/978-1-5225-0332-3.ch005 Calcul punctaj = $(0,2+4 \times 0) \times 2/2 = 0,2$ puncte		
--	--	--



	*** 21. Lucrarea: Obadă, D. R. (2014). Online flow experience and perceived quality of a brand website: InPascani.ro case study. <i>Procedia - Social and Behavioral Sciences</i>, 149, 673–679. https://doi.org/10.1016/j.sbspro.2014.08.252, a fost citată de: 21.1. Bray, M. C. (2026). Pulse before sound: Reimagining presence and liveness in telematic music performance through MIDI-native collaboration. <i>Journal of Network Music and Arts</i>, 8(1), Article 2. Calcul punctaj = $(0,2+4 \times 0) \times 2/1 = 0,4$ puncte 21.2. Alalwan, A. A., Algharabat, R. S., Abu El Samen, A., Albanna, H., & Al-Okaily, M. (2025). Examining the impact of anthropomorphism and AI-chatbots service quality on online customer flow experience—exploring the moderating role of telepresence. <i>Journal of Consumer Marketing</i>, 42(4), 448–471. https://doi.org/10.1108/JCM-06-2024-6929 Factor de impact: 4,8 Calcul punctaj = $(0,2+4 \times 4,8) \times 2/1 = 38,8$ puncte 21.3. Suryavanshi, A. K. S., Thomas, S., Trivedi, T., Patel, R., & Bhatt, V. (2024). Predicting user loyalty and repeat intention to donate towards fantasy sports gaming platforms: A large-sample study based on a model integrating philanthropic actions, well-being and flow experience. <i>Journal of Philanthropy and Marketing</i>, 29(1), e1819. https://doi.org/10.1002/nvsm.1819 Factor de impact: 1,4 Calcul punctaj = $(0,2+4 \times 1,4) \times 2/1 = 11,6$ puncte 21.4. Ozkan, E., Yasin, B., Gursen, A. E., & Akpinar, H. M. (2024). The effect of flow experience on reuse intention of mobile navigation apps: The mediating role of location-based mobile service quality. <i>Tourism & Management Studies</i>, 20(1), 1–19. https://doi.org/10.18089/tms.20240101 Factor de impact: 4,3 Calcul punctaj = $(0,2+4 \times 4,3) \times 2/1 = 34,8$ puncte 21.5. Chiu, Y. P., & Chen, C. C. (2023). Learning flow and continuous intention toward online remote learning: An integrated framework. <i>International Journal of Research in Education and Science</i>, 9(2), 351–364. https://doi.org/10.46328/ijres.3052 Calcul punctaj = $(0,2+4 \times 0) \times 2/1 = 0,4$ puncte 21.6. Khan, A., & Ali, A. Z. (2023). Inclusion of flow experience activity in treatment portfolio for depressive symptoms: Preliminary findings. <i>Journal of Pakistan Psychiatric Society</i>, 20(3). https://doi.org/10.63050/jpps.20.03.250 Calcul punctaj = $(0,2+4 \times 0) \times 2/1 = 0,4$ puncte 21.7. Tiutiu, M., Dabija, D. C., Pantea, M. C., & Felea, M. (2023). Artificial intelligence implications in retail in the New Normal: A qualitative approach. In R. Pamfilie, V. Dinu, C. Vasiliu, D. Pleșea, & L. Tăchiciu (Eds.), <i>9th BASIQ International Conference on New Trends in Sustainable Business and Consumption</i> (pp. 547–554). ASE. https://doi.org/10.24818/BASIQ/2023/09/043 Calcul punctaj = $(0,2+4 \times 0) \times 2/1 = 0,4$ puncte 21.8. Çelik, Z., & Uslu, A. (2022). Bibliometric analysis of		
--	---	--	--



flow theory from past to present with visual mapping technique: A marketing-sided approach. <i>Öneri Dergisi</i>, 17(57), 243–267. https://doi.org/10.14783/maruoneri.990480 Calcul punctaj = $(0,2+4x0)x2/1 = 0,4$ puncte 21.9. Akbari, M., Rezvani, A., Zúñiga, M. Á., & Shahriari, E. (2022). How the theory of planned behaviour and flow theory contribute to the acceptance of 5G technology. <i>European Journal of International Management</i>, 18(4), 518–545. https://doi.org/10.1504/EJIM.2022.126170 Factor de impact: 1,8 Calcul punctaj = $(0,2+4x1,8)x2/1 = 14,8$ puncte 21.10. Huang, T. L. (2021). Restorative experiences and online tourists' willingness to pay a price premium in an augmented reality environment. <i>Journal of Retailing and Consumer Services</i>, 58, 102256. https://doi.org/10.1016/j.jretconser.2020.102256 Factor de impact: 10,97 Calcul punctaj = $(0,2+4x10,97)x2/1 = 88,16$ puncte 21.11. Zhang, S. N., Li, Y. Q., Liu, C. H., & Ruan, W. Q. (2021). Does live performance play a critical role in building destination brand equity—A mixed-method study of “Impression Dahongpao”. <i>Journal of Retailing and Consumer Services</i>, 59, 102392. https://doi.org/10.1016/j.jretconser.2020.102392 Factor de impact: 10,97 Calcul punctaj = $(0,2+4x10,97)x2/1 = 88,16$ puncte 21.12. Wang, L., Yang, Y., & Li, Y. (2021). Extending lead-user theory to a virtual brand community: The roles of flow experience and trust. <i>Asian Business & Management</i>, 20(5), 618–643. https://doi.org/10.1057/s41291-019-00097-9 Factor de impact: 4,13 Calcul punctaj = $(0,2+4x4,13)x2/1 = 33,44$ puncte 21.13. Hadi, N. U., & Sandhu, N. (2020). Conceptualizing perceived quality of parent brand and brand extension evaluation relationship: What is the role of style of thinking? <i>The Discourse</i>, 6(1), 199–208. https://www.discourse.org.pk/index.php/discourse/article/download/88/78 Calcul punctaj = $(0,2+4x0)x2/1 = 0,4$ puncte 21.14. Vasiliu, E. (2020). Website design for effective digital audience engagement: A conceptual framework. <i>Journal of Media Research</i>, 13(3/38), 70–94. https://doi.org/10.24193/jmr.38.5 Calcul punctaj = $(0,2+4x0)x2/1 = 0,4$ puncte 21.15. Morales-Solana, D., Cotas, A. A., & Esteban-Millat, I. (2019). Buying from online supermarkets: The main factors influencing the experience of flow, purchase intent and e-loyalty. In <i>Advances in National Brand and Private Label Marketing: Sixth International Conference, 2019</i> (pp. 175–180). Springer International Publishing. https://doi.org/10.1007/978-3-030-18911-2_22 Calcul punctaj = $(0,2+4x0)x2/1 = 0,4$ puncte 21.16. Morales-Solana, D., Esteban-Millat, I., & Alegret Cotas, A. (2018). Flow and consumer behavior in an online supermarket. In <i>Advances in National Brand and Private Label Marketing: Fifth International Conference, 2018</i> (pp. 65–73). Springer International Publishing.		
---	--	--



https://doi.org/10.1007/978-3-319-92084-9_8 Calcul punctaj = $(0,2+4 \times 0) \times 2 / 1 = 0,4$ puncte 21.17. Herrando, C., Jiménez-Martínez, J., & Martín-De Hoyos, M. J. (2018). The state of flow in social commerce: The importance of flow consciousness. <i>International Journal of Electronic Marketing and Retailing</i>, 9(4), 320–343. https://doi.org/10.1504/IJEMR.2018.094987 Calcul punctaj = $(0,2+4 \times 0) \times 2 / 1 = 0,4$ puncte *** 22. Lucrarea: Obadă, D. R. (2014). Measuring Perceived Service Quality Offline vs. Online: A New PeSQ Conceptual Model. <i>Procedia Economics and Finance</i>, 15, 538–551, https://doi.org/10.1016/S2212-5671(14)00505-X, a fost citată de: 22.1. Korde, S., & Sukthankar, S. (2026). Evaluating the dynamics of perceived service quality, citizen satisfaction, and gender in influencing the adoption of E-governance services. <i>Cogent Social Sciences</i>, 12(1), 2704940. https://doi.org/10.1080/23311886.2026.2704940 Factor de impact: 2 Calcul punctaj = $(0,2+4 \times 2) \times 2 / 1 = 16,40$ puncte 22.2. Bhinder, H. S. (2025). Smart ordering: assessing customer satisfaction towards AI-assisted food ordering and delivery management systems. <i>International Journal of Business Competition and Growth</i>, 10(1), 19–35. https://doi.org/10.1504/IJBCG.2025.146825 Calcul punctaj = $(0,2+4 \times 0) \times 2 / 1 = 0,4$ puncte 22.3. Ozkan, E., Yasin, B., Gursen, A. E., & Akpinar, H. M. (2024). The effect of flow experience on reuse intention of mobile navigation apps: The mediating role of location-based mobile service quality. <i>Tourism & Management Studies</i>, 20(1). https://doi.org/10.18089/tms.20240101 Factor de impact: 4,3 Calcul punctaj = $(0,2+4 \times 4,3) \times 2 / 1 = 34,80$ puncte 22.4. Mamwadi, S., & Bigirimana, S. (2024). Quality of online customer service at a telecommunication company in Zimbabwe during the COVID-19 pandemic. In <i>AI-Driven Marketing Research and Data Analytics</i> (pp. 281–308). IGI Global. https://doi.org/10.4018/979-8-3693-2165-2.ch016 Calcul punctaj = $(0,2+4 \times 0) \times 2 / 1 = 0,4$ puncte 22.5. Paposa, K. K., & Paposa, S. S. (2023). From brick to click classrooms: A paradigm shift during the pandemic—Identifying factors influencing service quality and learners’ satisfaction in click classrooms. <i>Management and Labour Studies</i>, 48(2), 182–196. https://doi.org/10.1177/0258042X211066234 Calcul punctaj = $(0,2+4 \times 0) \times 2 / 1 = 0,4$ puncte 22.6. Sabău, M. M., Mititean, P., Pocol, C. B., & Dabija, D. C. (2023). Factors generating the willingness of Romanian consumers to buy raw milk from vending machines. <i>Foods</i>, 12(11), 2193. https://doi.org/10.3390/foods12112193 Factor de impact: 4,7 Calcul punctaj = $(0,2+4 \times 4,7) \times 2 / 1 = 38$ puncte 22.7. Handayani, N. (2022). Kontribusi pelayanan fungsional dan pelayanan teknik serta citra dalam membangun kinerja pelayanan berkualitas. <i>Service Management Triangle: Jurnal</i>		
---	--	--

Rock



<i>Manajemen Jasa</i>, 4(2), 56–68. https://doi.org/10.51977/jsi.v4i2.909 <i>Calcul punctaj</i> = $(0,2+4x0)x2/1 = 0,4$ puncte 22.8. Fadhillah, M., Cahya, A. D., & Melania T, C. (2022). Pengaruh kualitas produk, kualitas pelayanan, lokasi dan inovasi produk terhadap keputusan pembelian konsumen dengan word of mouth sebagai variabel moderasi. <i>FORUM EKONOMI: Jurnal Ekonomi, Manajemen dan Akuntansi</i>, 24(3), 607–617. https://doi.org/10.29264/for.v24i3.11336 <i>Calcul punctaj</i> = $(0,2+4x0)x2/1 = 0,4$ puncte 22.9. Bakrie, M., Widayatsih, T., & Herlina, N. (2022). Service quality and institutional reputation on student's loyalty. <i>Jurnal Konseling dan Pendidikan</i>, 10(3), 461–468. https://doi.org/10.29210/183700 <i>Calcul punctaj</i> = $(0,2+4x0)x2/1 = 0,4$ puncte 22.10. Ridasmika, & Utomo, C. (2023). Consumer satisfaction on the quality of licensing services at East Java, Indonesia. In <i>Interdisciplinary Research in Technology and Management</i> (pp. 155–161). CRC Press. https://doi.org/10.1201/9781003358589-21 <i>Calcul punctaj</i> = $(0,2+4x0)x2/1 = 0,4$ puncte 22.11. Arifianto, C., & Pratiwi, Y. (2021). Kepercayaan-El (E-Trust) Mahasiswi-Pekerja di Tangerang Selatan Terhadap Niaga-El Shopee. <i>Citizen: Jurnal Ilmiah Multidisiplin Indonesia</i>, 1(3), 95–106. https://doi.org/10.53866/jimi.v3i1.21 <i>Calcul punctaj</i> = $(0,2+4x0)x2/1 = 0,4$ puncte 22.12. Sardana, S., & Bajpai, V. N. (2020). E-banking service quality and customer satisfaction: An exploratory study on India. <i>International Journal of Services and Operations Management</i>, 35(2), 223–247. https://doi.org/10.1504/IJSOM.2020.105272 <i>Calcul punctaj</i> = $(0,2+4x0)x2/1 = 0,4$ puncte 22.13. Nawari, N., & Ulfa, L. A. (2020). Penerapan marketing mix pada strategi pemasaran konvensional dan digital. <i>ProBank: Jurnal Ekonomi dan Perbankan</i>, 5(2), 176–192. https://doi.org/10.36587/probank.v5i2.724 <i>Calcul punctaj</i> = $(0,2+4x0)x2/1 = 0,4$ puncte 22.14. Hasanudin, M. H., & Arifianto, C. F. (2020). Pengaruh kualitas layanan yang diterima daring (PeSQ) terhadap e-satisfaction yang dimediasi oleh kepercayaan daring atas layanan daring pada implementasi e-SPM. <i>Indonesian Treasury Review: Jurnal Perbendaharaan, Keuangan Negara dan Kebijakan Publik</i>, 5(4), 343–354. https://doi.org/10.33105/itrev.v5i4.238 <i>Calcul punctaj</i> = $(0,2+4x0)x2/1 = 0,4$ puncte 22.15. Castro-López, A., Puente, J., & Vázquez-Casielles, R. (2020). ¿Es leal el cliente de moda online? Claves de éxito para maximizar su lealtad en plataformas de venta online. <i>Dirección y Organización</i>, (70), 68–77. https://doi.org/10.37610/dvo.v0i70.569 <i>Calcul punctaj</i> = $(0,2+4x0)x2/1 = 0,4$ puncte 22.16. Andrade, J. R. C., & Franca, V. V. (2020). Analysis of the dimensions of quality perceived by clients of online retail organizations. <i>American Scientific Research Journal for Engineering, Technology, and Sciences (ASRJETS)</i>, 74(1),		
---	--	--



76–89. https://www.academia.edu/download/101608270/2276.pdf Calcul punctaj = $(0,2+4 \times 0) \times 2 / 1 = 0,4$ puncte 22.17. Castro-Lopez, A., Vazquez-Casielles, R., & Puente, J. (2019). How to manage the online experience concerning transactional and experimental customers: Case of e-fashion sector. <i>Journal of Business Economics and Management</i>, 20(3), 595–617. https://doi.org/10.3846/jbem.2019.9860 Factor de impact: 1,64 Calcul punctaj = $(0,2+4 \times 1,64) \times 2 / 1 = 13,52$ puncte 22.18. Muhsin, M. (2019). Mapping awareness of Halal cosmetics brands in the teenagers segment of Bandung city. <i>International Journal of Nusantara Islam</i>, 7(1), 18–33. https://doi.org/10.15575/ijni.v7i1.4874 Calcul punctaj = $(0,2+4 \times 0) \times 2 / 1 = 0,4$ puncte 22.19. Castro-Lopez, A., & Alonso, J. M. (2019). Modeling human perceptions in e-commerce applications: A case study on business-to-consumers websites in the textile and fashion sector. In A. Meier, E. Portmann, & L. Terán (Eds.), <i>Applying Fuzzy Logic for the Digital Economy and Society</i> (pp. 115–134). Springer. https://doi.org/10.1007/978-3-030-03368-2_6 Factor de impact: 2,86 Calcul punctaj = $(0,2+4 \times 2,86) \times 2 / 1 = 23,28$ puncte 22.20. Castro-Lopez, A., Puente, J., & Vazquez-Casielles, R. (2018). E-service quality model for Spanish textile and fashion sector: Positioning analysis and B2C ranking by F-TOPSIS. <i>International Journal of Information Technology & Decision Making</i>, 17(2), 485–512. https://doi.org/10.1142/S0219622017500444 Factor de impact: 2,86 Calcul punctaj = $(0,2+4 \times 2,86) \times 2 / 1 = 23,28$ puncte 22.21. Mashau, P., & Makhunga, M. (2018). The effects of cost cutting measures to staff performance. <i>African Renaissance</i>, 15(4), 119–137. https://doi.org/10.31920/2516-5305/2018/v15n4a6 Calcul punctaj = $(0,2+4 \times 0) \times 2 / 1 = 0,4$ puncte 22.22. Darji, J., & Gangal, V. (2018). Customer's perception and expectations from telecom service providers in India. <i>RESEARCH HUB – International Multidisciplinary Research Journal</i>, 5(1), 1–9. Calcul punctaj = $(0,2+4 \times 0) \times 2 / 1 = 0,4$ puncte 22.23. Ataburo, H., Muntaka, A. S., & Quansah, E. K. (2017). Linkages among e-service quality, satisfaction, and usage of e-services within higher educational environments. <i>International Journal of Business and Social Research</i>, 7(3), 10–26. https://doi.org/10.18533/ijbsr.v7i3.1040. Calcul punctaj = $(0,2+4 \times 0) \times 2 / 1 = 0,4$ puncte 22.24. Castro-Lopez, A., Puente, J., & Vazquez-Casielles, R. (2017). Fuzzy inference suitability to determine the utilitarian quality of B2C websites. <i>Applied Soft Computing</i>, 57, 132–143. https://doi.org/10.1016/j.asoc.2017.03.039 Factor de impact: 3,91 Calcul punctaj = $(0,2+4 \times 3,91) \times 2 / 1 = 31,68$ puncte 22.25. Zepeda, R. A. B., & Martínez, S. C. (2016). Calidad percibida de los servicios: una aplicación a los servicios de		
---	--	--



hospedaje en León de Nicaragua. <i>Journal of Tourism Analysis: Revista de Análisis Turístico (JTA)</i>, (21), 42–50. https://rb.gy/16sp8d. Calcul punctaj = $(0,2+4 \times 0) \times 2 / 1 = 0,4$ puncte *** 23. Lucrarea: Obadă, D. R. (2014). Exploring the mediating role of perceived quality between online flow and customer's online purchase intention on a restaurant e-commerce website. <i>The Yearbook of the "Gh. Zane" Institute of Economic Researches</i>, 23(1), 35–44, a fost citată de: 23.1. Tiutiu, M., Dabija, D. C., Pantea, M. C., & Felea, M. (2023). Artificial intelligence implications in retail in the New Normal: A qualitative approach. In R. Pamfilie, V. Dinu, C. Vasiliu, D. Pleșea, & L. Tăchiciu (Eds.), <i>9th BASIQ International Conference on New Trends in Sustainable Business and Consumption, Constanța, Romania, 8–10 June 2023</i> (pp. 547–554). ASE. https://doi.org/10.24818/BASIQ/2023/09/043 Calcul punctaj = $(0,2+4 \times 0) \times 2 / 1 = 0,4$ puncte 23.2. Boukabiya, A., & Outtaj, B. (2021). The impact of e-servicescape on the flow and purchase intention of online consumers: Quantitative analysis of B to C e-commerce stores in Morocco. <i>International Journal of Accounting, Finance, Auditing, Management and Economics</i>, 2(4), 200–219. https://www.ijafame.org/index.php/ijafame/article/view/269 Calcul punctaj = $(0,2+4 \times 0) \times 2 / 1 = 0,4$ puncte *** 24. Lucrarea: Obadă, D. R. (2013). Flow theory and online marketing outcomes: A critical literature review. <i>Procedia Economics and Finance</i>, 6, 550–561. https://doi.org/10.1016/S2212-5671(13)00173-1, a fost citată de: 24.1. Vyas, Y., & Vishwakarma, P. (2026). Artificial intelligence in brand communication: A comprehensive literature review and research outlook. <i>International Journal of Consumer Studies</i>, 50(1), e70170. https://doi.org/10.1111/ijcs.70170 Factor de impact: 9,9 Calcul punctaj = $(0,2+4 \times 9,9) \times 2 / 1 = 79,6$ puncte 24.2. Widjaja, A., Benjaminsz, C. A., Susanto, D. F., & Hendriana, E. (2026). Distinguishing the effects of a social presence on impulsive buying behavior based on live-streaming shopping platforms. <i>Journal of Organizational Computing and Electronic Commerce</i>, 36(1), 31–61. https://doi.org/10.1080/10919392.2025.2529068 Factor de impact: 2,2 Calcul = $(0,2+4 \times 2,2) \times 2 / 1 = 18$ puncte 24.3. Shen, F., Shoenberger, H., Tan, R., Zhang, B., & E, Z. (2026). Effects of immersive experience in the branded metaverse. <i>Journal of Interactive Advertising</i>, 26(2), 119–133. https://doi.org/10.1080/15252019.2026.2646540 Factor de impact: 10,2 Calcul punctaj = $(0,2+4 \times 10,2) \times 2 / 1 = 82$ puncte 24.4. Huang, T., Weng, Z., & Huang, C. (2026). Study on livestreaming shopping behavior of the elderly based on SOR theory. <i>Journal of Theoretical and Applied Electronic Commerce Research</i>, 21(1), 9. https://doi.org/10.3390/jtaer21010009		
--	--	--



Factor de impact: 4,5 Calcul punctaj provizoriu = $(0,2+4 \times 4,5) \times 2/1 = 36,40$ puncte 24.5. Nash, C. (2026). Increasing work engagement as social justice: Reimagining the four-quadrant model of skill and challenge for options to eliminate work-related exhaustion. <i>Businesses</i>, 6(2), 35. https://doi.org/10.3390/businesses6020035 Calcul punctaj = $(0,2+4 \times 0) \times 2/1 = 0,4$ puncte 24.6. Fan, Y. (2026). Online learning interactions on learning outcomes through flow experience of Chinese students. <i>The Journal of Interactive Social Sciences</i>, 2(1), 22–42. https://doi.org/10.64744/tjiss.2026.126 Calcul punctaj = $(0,2+4 \times 0) \times 2/1 = 0,4$ puncte 24.7. Zhang, K., Luo, B., Yan, J., & Weng, X. (2025). The art and impact of narrative: How streamer narrative styles shape consumers' purchase intention. <i>Journal of Retailing and Consumer Services</i>, 87, 104357. https://doi.org/10.1016/j.jretconser.2025.104357 Factor de impact: 13,7 Calcul punctaj = $(0,2+4 \times 13,7) \times 2/1 = 110$ puncte 24.8. Xu, L., Qin, H., Meah, M. R., & Hughes, J. (2025). A novel application of flow theory to mobile augmented reality. <i>Technological Forecasting and Social Change</i>, 221, 124359. https://doi.org/10.1016/j.techfore.2025.124359 Factor de impact: 13,5 Calcul punctaj = $(0,2+4 \times 13,5) \times 2/1 = 108,4$ puncte 24.9. Zhao, L., Liu, C., & Zhu, Y. (2025). The impact of online marketing communication on offline sales: Evidence from a new energy vehicle brand. <i>Finance Research Letters</i>, 86, 108597. https://doi.org/10.1016/j.frl.2025.108597 Factor de impact: 7,1 Calcul punctaj = $(0,2+4 \times 7,1) \times 2/1 = 57,2$ puncte 24.10. Wu, H. L., & Chen, T. Y. (2025). Using Instagram live-streaming viewers model to derive two types of needs satisfaction. <i>Asia Pacific Journal of Marketing and Logistics</i>, 37(5), 1384–1400. https://doi.org/10.1108/APJML-05-2024-0707 Factor de impact: 5,5 Calcul punctaj = $(0,2+4 \times 5,5) \times 2/1 = 44,4$ puncte 24.11. Chen, H. J., Wang, H. W., & Hung, C. H. (2025). “Feel the flow, see the value”: S–O–R model of consumer responses to ESG advertising. <i>Sustainability</i>, 17(24), 11282. https://doi.org/10.3390/su172411282 Factor de impact: 4,1 Calcul punctaj = $(0,2+4 \times 4,1) \times 2/1 = 33,20$ puncte 24.12. Dong, Y., & Rehman, A. U. (2025). Understanding characteristics of streamers on consumers' impulse buying intention in live streaming. <i>African and Asian Studies</i>, 1–45. https://doi.org/10.1163/15692108-12341671 Factor de impact: 1,2 Calcul punctaj = $(0,2+4 \times 1,20) \times 2/1 = 10$ puncte 24.13. Kapriani, K., Hatidja, S., & Azizurrohman, M. (2025). The influence of AI-powered platforms on tourist spending: The role of engagement, trust, and moderating factors in Taiwan. <i>Jurnal Aplikasi Manajemen</i>, 23(1), 225–244. https://doi.org/10.21776/ub.iam.2025.023.1.13		
---	--	--



Calcul punctaj = $(0,2+4 \times 0) \times 2 / 1 = 0,4$ puncte 24.14. Altun, C., & Yıldırım, F. (2024). Postmodern dönemde dijital deneyimler ışığında değişen tüketici kimlik, tercih ve tutumları üzerine bir araştırma. <i>İstanbul Ticaret Üniversitesi Sosyal Bilimler Dergisi</i>, 23(50), 1935–1967. https://doi.org/10.46928/iticusbe.1385079 Calcul punctaj = $(0,2+4 \times 0) \times 2 / 1 = 0,4$ puncte 24.15. Banfield, J. (2024). Spaces of flow manipulation. In <i>Critical Perspectives into Flow Research: From Conceptual Detail to Global Geopolitics</i> (pp. 137–164). Springer. https://doi.org/10.1007/978-3-031-70333-1_11 Calcul punctaj = $(0,2+4 \times 0) \times 2 / 1 = 0,4$ puncte 24.16. Afrouzeh, A., Boroumand, M., Pourkiani, M., Kalashi, M., & Pourkiani, P. (2024). Comparing the impact of virtual reality and two-dimensional advertising on flow experience and purchase intention among sports product customers. <i>Research in Sport Management and Marketing</i>, 5(4), 105–117. https://doi.org/10.22098/rsmm.2024.14313.1305 Calcul punctaj = $(0,2+4 \times 0) \times 2 / 1 = 0,4$ puncte 24.17. Alharthey, B. K. (2024). Navigating digital marketing: Examining self-escapism attitudes and online buying intentions in Saudi Arabia. <i>European Journal of Management and Marketing Studies</i>, 8(4). https://doi.org/10.46827/ejmms.v8i4.1640 Calcul punctaj = $(0,2+4 \times 0) \times 2 / 1 = 0,4$ puncte 24.18. Fathima, M. S. A., Khan, A., & Alam, A. S. (2023). Relationship of the theory of consumption values and flow with online brand experience: A study of young consumers. <i>Journal of Internet Commerce</i>, 22(4), 509–537. https://doi.org/10.1080/15332861.2022.2109876 Factor de impact: 4,1 Calcul punctaj = $(0,2+4 \times 4,1) \times 2 / 1 = 33,2$ puncte 24.19. Zheng, S., Chen, J., Liao, J., & Hu, H. L. (2023). What motivates users' viewing and purchasing behavior motivations in live streaming: A stream-streamer-viewer perspective. <i>Journal of Retailing and Consumer Services</i>, 72, 103240. https://doi.org/10.1016/j.jretconser.2022.103240 Factor de impact: 11 Calcul punctaj = $(0,2+4 \times 11,0) \times 2 / 1 = 88,4$ puncte 24.20. Huh, J., Kim, H. Y., & Lee, G. (2023). “Oh, happy day!” Examining the role of AI-powered voice assistants as a positive technology in the formation of brand loyalty. <i>Journal of Research in Interactive Marketing</i>, 17(5), 794–812. https://doi.org/10.1108/JRIM-10-2022-0328 Factor de impact: 9,6. Calcul punctaj = $(0,2+4 \times 9,6) \times 2 / 1 = 77,2$ puncte 24.21. Qin, Y., Musetti, A., & Omar, B. (2023). Flow experience is a key factor in the likelihood of adolescents' problematic TikTok use: The moderating role of active parental mediation. <i>International Journal of Environmental Research and Public Health</i>, 20(3), 2089. https://doi.org/10.3390/ijerph20032089 Calcul punctaj = $(0,2+4 \times 0) \times 2 / 1 = 0,4$ puncte 24.22. Mir, I. A. (2023). Self-escapism motivated online shopping engagement: A determinant of users' online shopping		
--	--	--

Handwritten signature



cart use and buying behavior. <i>Journal of Internet Commerce</i>, 22(1), 40–73. https://doi.org/10.1080/15332861.2021.2021582 Factor de impact: 4,1. Calcul punctaj = $(0,2+4 \times 4,1) \times 2 / 1 = 33,2$ puncte 24.23. Kanaan, K., Abuhjeeleh, M., Darabseh, F., Taha, O., & Aljawarneh, N. M. (2023). How digital marketing and innovative performance contribute to hotel restaurant revenue growth: The mediating role of knowledge sharing. <i>Cogent Social Sciences</i>, 9(1), 2209985. https://doi.org/10.1080/23311886.2023.2209985 Factor de impact: 1.3 Calcul punctaj = $(0,2+4 \times 1,3) \times 2 / 1 = 10,8$ puncte 24.24. Guan, Z., Hou, F., Li, B., Phang, C. W., & Chong, A. Y. L. (2022). What influences the purchase of virtual gifts in live streaming in China? A cultural context-sensitive model. <i>Information Systems Journal</i>, 32(3), 653–689. https://doi.org/10.1111/isj.12367 Factor de impact: 6,4 Calcul punctaj = $(0,2+4 \times 6,4) \times 2 / 1 = 51,6$ puncte 24.25. Barta, S., Gurrea, R., & Flavián, C. (2022). The role of flow consciousness in consumer regret. <i>Internet Research</i>, 32(3), 875–896. https://doi.org/10.1108/INTR-08-2020-0482 Factor de impact: 5,9 Calcul punctaj = $(0,2+4 \times 5,9) \times 2 / 1 = 47,6$ puncte 24.26. Russo, V., Bilucaglia, M., & Zito, M. (2022). From virtual reality to augmented reality: A neuromarketing perspective. <i>Frontiers in Psychology</i>, 13, 965499. https://doi.org/10.3389/fpsyg.2022.965499 Factor de impact: 3,8 Calcul punctaj = $(0,2+4 \times 3,8) \times 2 / 1 = 30,8$ puncte 24.27. Rejikumar, G., Jose, A., Mathew, S., Chacko, D. P., & Asokan-Ajitha, A. (2022). Towards a theory of well-being in digital sports viewing behavior. <i>Journal of Services Marketing</i>, 36(2), 245–263. https://doi.org/10.1108/JSM-06-2020-0247 Factor de impact: 3,9 Calcul punctaj = $(0,2+4 \times 3,9) \times 2 / 1 = 31,6$ puncte 24.28. Morales-Solana, D., Esteban-Millat, I., & Alegret Cotas, A. (2022). Experiences in consumer flow in online supermarkets. <i>Electronic Commerce Research</i>, 22(4), 1195–1226. https://doi.org/10.1007/s10660-021-09460-5 Factor de impact: 3,9 Calcul punctaj = $(0,2+4 \times 3,9) \times 2 / 1 = 31,6$ puncte 24.29. Canarslan, N. Ö., & Bariş, G. (2022). Flow experience and consumer willingness to pay in online mass customization processes. <i>International Journal of Online Marketing (IJOM)</i>, 12(1), 1–21. https://doi.org/10.4018/IJOM.288423 Factor de impact: 1,1 Calcul punctaj = $(0,2+4 \times 1,1) \times 2 / 1 = 9,2$ puncte 24.30. Armağan, E., & Temel, E. (2022). Flow experience in tourism activities. In G. Akel (Ed.), <i>Handbook of Research on Interdisciplinary Reflections of Contemporary Experiential Marketing Practices</i> (pp. 166–200). IGI Global. https://doi.org/10.4018/978-1-6684-4380-4.ch009 Calcul punctaj = $(0,2+4 \times 0) \times 2 / 1 = 0,4$ puncte 24.31. Zhu, G., Jiang, S., & Li, K. (2022). A moderated mediation mechanism underlying the impact of website		
---	--	--

Alina



telepresence on purchase intention—Evidence from Chinese female college student customers. <i>Frontiers in Psychology</i>, 13, 902414. https://doi.org/10.3389/fpsyg.2022.902414 Factor de impact: 3,8 Calcul punctaj = $(0,2+4 \times 3,8) \times 2/1 = 30,8$ puncte 24.32. Mahmoud, A. B., Berman, A., Tehseen, S., & Hack-Polay, D. (2022). Modelling socio-digital customer relationship management in the hospitality sector during the pandemic time. In P. Keikhosrokiani (Ed.), <i>Handbook of Research on Consumer Behavior Change and Data Analytics in the Socio-Digital Era</i> (pp. 169–191). IGI Global. https://doi.org/10.4018/978-1-6684-4168-8.ch008 Calcul punctaj = $(0,2+4 \times 0) \times 2/1 = 0,4$ puncte 24.33. Keelson, S. A., Mensah, M., & Nanekum, I. (2022). Students' perceived online learning quality and intention to accept online learning model in Ghana: The flow experience. <i>Academy of Marketing Studies Journal</i>, 26(S1), 1–17. Calcul punctaj = $(0,2+4 \times 0) \times 2/1 = 0,4$ puncte 24.34. Jalil, M. I., & Arif, H. (2022). Analysis of the effect of in-game advertising on purchase intention for Generation Z with flow theory. <i>International Journal of Advanced Research in Technology and Innovation</i>, 4(1), 1–8. https://doi.org/10.55057/ijarti.2022.4.1.1 Calcul punctaj = $(0,2+4 \times 0) \times 2/1 = 0,4$ puncte 24.35. Ameen, N., Tarhini, A., Shah, M., & Madichie, N. O. (2021). Going with the flow: Smart shopping malls and omnichannel retailing. <i>Journal of Services Marketing</i>, 35(3), 325–348. https://doi.org/10.1108/JSM-02-2020-0066. Factor de impact: 5,25 Calcul punctaj = $(0,2+4 \times 5,25) \times 2/1 = 42,4$ puncte 24.36. Soderman, B. (2021). <i>Against flow: Video games and the flowing subject</i>. MIT Press. https://doi.org/10.7551/mitpress/12831.001.0001 Calcul punctaj = $(0,2+4 \times 0) \times 2/1 = 0,4$ puncte 24.37. Barta, S., Flavián, C., & Gurrea, R. (2021). Managing consumer experience and online flow: Differences in handheld devices vs PCs. <i>Technology in Society</i>, 64, 101525. https://doi.org/10.1016/j.techsoc.2020.101525 Factor de impact: 6,88 Calcul punctaj = $(0,2+4 \times 6,88) \times 2/1 = 55,44$ puncte 24.38. Cuevas, L., Lyu, J., & Lim, H. (2021). Flow matters: Antecedents and outcomes of flow experience in social search on Instagram. <i>Journal of Research in Interactive Marketing</i>, 15(1), 49–67. https://doi.org/10.1108/JRIM-03-2019-0041 Factor de impact: 10,18 Calcul punctaj = $(0,2+4 \times 10,18) \times 2/1 = 81,84$ puncte 24.39. Ma, Y., Cao, Y., Li, L., Zhang, J., & Clement, A. P. (2021). Following the flow: Exploring the impact of mobile technology environment on user's virtual experience and behavioral response. <i>Journal of Theoretical and Applied Electronic Commerce Research</i>, 16(2), 170–187. https://doi.org/10.4067/S0718-18762021000200112 Factor de impact: 5,31 Calcul punctaj = $(0,2+4 \times 5,31) \times 2/1 = 42,88$ puncte 24.40. Wang, L., Yang, Y., & Li, Y. (2021). Extending lead-user theory to a virtual brand community: The roles of flow		
--	--	--



experience and trust. <i>Asian Business & Management</i>, 20(5), 618–643. https://doi.org/10.1057/s41291-019-00097-9 Factor de impact: 4,13 Calcul punctaj=(0,2+4x4,13)x2/1=33,44 puncte 24.41. Soni, P. (2021). Web-store image dimensions and online retail customer loyalty: Investigating mediators and moderators. <i>American Journal of Business</i>, 36(1), 20–34. https://doi.org/10.1108/AJB-08-2020-0133 Calcul punctaj = (0,2+4x0)x2/1 = 0,4 puncte 24.42. Pusatli, T., & Akman, I. (2021). Exploring supportive and deterrent factors on online shopping in a developing country. In <i>Research Anthology on E-Commerce Adoption, Models, and Applications for Modern Business</i> (pp. 1290–1312). IGI Global. https://doi.org/10.4018/978-1-7998-8957-1.ch067 Calcul punctaj = (0,2+4x0)x2/1 = 0,4 puncte 24.43. Kim, H. S., & Kim, M. (2020). Viewing sports online together? Psychological consequences on social live streaming service usage. <i>Sport Management Review</i>, 23(5), 869–882. https://doi.org/10.1016/j.smr.2019.12.007 Factor de impact: 6,58 Calcul punctaj=(0,2+4x6,58)x2/1=53,04 puncte 24.44. Pourfakhimi, S., Duncan, T., Ould, L., Allan, K., & Coetzee, W. (2020). Acceptance and adoption of eTourism technologies. In Z. Xiang, M. Fuchs, U. Gretzel, & W. Höpken (Eds.), <i>Handbook of e-Tourism</i> (pp. 1–31). Springer. https://doi.org/10.1007/978-3-030-05324-6_58-1. Calcul punctaj = (0,2+4x0)x2/1 = 0,4 puncte 24.45. Tengilimoglu, E., & Hassan, A. (2020). Applying flow theory to the online booking experience: The role of utilitarian and hedonic features. <i>Journal of Tourismology</i>, 6(1), 1–12. https://doi.org/10.26650/jot.2020.6.1.0010 Calcul punctaj = (0,2+4x0)x2/1 = 0,4 puncte 24.46. Ford, J. L., Vosloo, J., & Arvinen-Barrow, M. (2020). ‘Pouring everything that you are’: Musicians’ experiences of optimal performances. <i>British Journal of Music Education</i>, 37(2), 141–153. https://doi.org/10.1017/S0265051720000078 Factor de impact: 0,89. Calcul punctaj=(0,2+4 x0,89)x2/1=7,52 puncte 24.47. Yuliviona, R., Alias, Z., Abdullah, M., & Azlianti, E. (2019). The relationship of halal tourism, Islamic attributes, experiential value, satisfaction and Muslim revisit intention in framework: A systematic literature review. <i>International Journal of Tourism & Hospitality Reviews</i>, 6(1), 50–57. https://doi.org/10.18510/ijthr.2019.614. Calcul punctaj = (0,2+4x0)x2/1 = 0,4 puncte 24.48. Ruiz Vega, A. V., Riaño Gil, C., & Aguado González, A. (2019). ¿Cómo se forma el estado de flow entre los internautas compradores de moda? Un estudio comparativo de los sitios web de Zara y H&M. <i>International Journal of Information Systems and Software Engineering for Big Companies</i>, 6(1), 79–95. http://uajournals.com/ojs/index.php/ijisebc/article/download/459/337. Calcul punctaj = (0,2+4x0)x2/1 = 0,4 puncte 24.49. Sanjamsai, S., & Phukao, D. (2018). Flow experience in	
--	--



	computer game playing among Thai university students. <i>Kasetsart Journal of Social Sciences</i>, 39(2), 175–182. https://doi.org/10.1016/j.kjss.2018.03.003 $Calcul\ punctaj = (0,2+4x0)x2/1 = 0,4\ puncte$ 24.50. Soebandhi, S., Hartini, S., & Gunawan, S. (2018). Children and advergaming: The role of presence, flow and persuasion knowledge. <i>International Journal of Electronic Business</i>, 14(4), 293–308. https://doi.org/10.1504/IJEB.2018.098126 $Calcul\ punctaj = (0,2+4x0)x2/1 = 0,4\ puncte$ 24.51. Morales-Solana, D., Esteban-Millat, I., & Alegret Cotas, A. (2018). Flow and consumer behavior in an online supermarket. In <i>Advances in National Brand and Private Label Marketing: Fifth International Conference, 2018</i> (pp. 65–73). Springer International Publishing. https://doi.org/10.1007/978-3-319-92084-9_8 $Calcul\ punctaj = (0,2+4x0)x2/1 = 0,4\ puncte$ 24.52. Davidavičienė, V., & Sabaitytė, J. (2014). Tyrimų internetinės rinkodaros srityje analizė [The analysis of research on internet marketing]. <i>Business: Theory and Practice</i>, 15(3), 220–233. https://doi.org/10.3846/btp.2014.22 $Calcul\ punctaj = (0,2+4x0)x2/1 = 0,4\ puncte$		
I10.	Editor al unei reviste editate în străinătate care este indexată ISI sau indexată de o bază de date internațională recunoscută; 10.1. Obadă, Daniel-Rareș – Associate Editor, <i>Frontiers in Communication</i>, secțiunea Advertising and Marketing Communication, Frontiers Media SA, Lausanne, Switzerland, ISSN 2297-900X; indexată Web of Science (ESCI), Scopus, EBSCO, ProQuest, DOAJ.	5/revistă	Punctaj total acumulat = 5 puncte
	Membru în comitetul de redacție al unei asemenea reviste	3/revistă	Punctaj total acumulat după obținerea titlului de doctor = 5 puncte
I11.	Editor al unei reviste editate în țară care este indexată ISI sau indexată de o bază de date internațională recunoscută	2/revistă	–
	Membru în comitetul de redacție al unei asemenea reviste	1/revistă	
I12.	Coordonator al unei colecții (serie de volume) editate de o editură cu prestigiu internațional	4/colecție	–
	Membru în comitetul științific al unei asemenea serii-colecții	2/colecție	
	Coordonator al unei colecții (serie de volume) editate de o editură din țară	2/colecție	
	Membru în comitetul științific al unei asemenea serii-colecții	1/colecție	
I13.	Coordonarea unui proiect de cercetare finanțat cu echivalentul a cel puțin 50.000 lei de o entitate din străinătate	7/proiect	–
I14.	Coordonarea unui proiect de cercetare finanțat cu cel puțin 50.000 lei de o entitate din țară	5/proiect	–
I15.	Profesor invitat (visiting) la o universitate de prestigiu din străinătate (titular de curs finalizat prin evaluarea studenților)	10/univ.	–



	Profesor cercetător invitat (guest) la o universitate de prestigiu din străinătate pentru o perioadă de cel puțin o lună	5/univ.	
	Efectuarea unui stagiu postdoctoral cu o durată de cel puțin un an academic la o universitate de prestigiu din străinătate sau obținerea unei diplome de doctor la o universitate din străinătate	3/univ.	
I16.	Lucrări prezentate la conferințe internaționale organizate în străinătate: 1. Lucrarea prezentată: „FIGHTING FAKE NEWS: USING FLOW THEORY AS A THEORETICAL FRAMEWORK TO INCREASE STUDENTS' DIGITAL MEDIA LITERACY” la XXVI EFSS' 2022 „DIGITAL TRANSFORMATION OF EDUCATION: SEMIOTIC AND INTERDISCIPLINARY PERSPECTIVES”, SOZOPOL, BULGARIA, 6–10 SEPTEMBER 2022. 2. Lucrarea prezentată: „ANTECEDENTS OF SOCIAL MEDIA USAGE AND SHARING FAKE NEWS IN GENERATING TRUST OF SOCIAL MEDIA INFORMATION ABOUT COMPANIES” la 9TH INTERNATIONAL SCIENTIFIC CONFERENCE NEW TRENDS IN MANAGEMENT AND PRODUCTION ENGINEERING – REGIONAL, CROSS-BORDER AND GLOBAL PERSPECTIVES, WSB UNIVERSITY, BRENNA, POLAND, 9–10 JUNE 2022. 3. Lucrarea prezentată: „CAN FAKE NEWS ABOUT COMPANIES LEAD TO AN INCREASED SOCIAL MEDIA USAGE? AN EMPIRICAL INVESTIGATION” la 8TH BASIQ INTERNATIONAL CONFERENCE ON NEW TRENDS IN SUSTAINABLE BUSINESS AND CONSUMPTION, GRAZ, AUSTRIA, 25–27 MAY 2022. 4. Lucrarea prezentată: „EXPLORING UNDERGRADUATES' FAKE NEWS CONSUMPTION USING EYETRACKING” la 7TH LUMEN ONLINE INTERNATIONAL SCIENTIFIC CONFERENCE NASHS 2020, CHIȘINĂU, REPUBLIC OF MOLDOVA, 25–26 JUNE 2020. 5. Lucrarea prezentată: „MĂSURAREA EXPERIENȚELOR EMOȚIONALE ALE CONSUMATORILOR LA MESAJELE PUBLICITARE PRIN METODA AUTO-RAPORTĂRIILOR VERBALE: O RECENZIE CRITICĂ A LITERATURII DE SPECIALITATE” la CONFERINȚA ȘTIINȚIFICĂ INTERNAȚIONALĂ ȘCOALA INTERNAȚIONALĂ DE METODOLOGIE ÎN ȘTIINȚELE SOCIO-UMANE, EDIȚIA A III-A, CHIȘINĂU, REPUBLICA MOLDOVA, 15–16 NOIEMBRIE 2018. 6. Lucrarea prezentată: „CROSS-CULTURAL ADAPTATION OF EMOTIONAL DESCRIPTORS USED IN ADVERTISING TESTING; SPECIFICITIES FOR ROMANIAN CASE” la 9TH EMAC REGIONAL	1/conf.	Punctaj total acumulat = 10 puncte Punctaj total acumulat după obținerea titlului de doctor = 7 puncte



	CONFERENCE „MARKETING CHALLENGES, INNOVATIONS AND TRENDS IN EMERGING MARKETS”, UNIVERSITY OF ECONOMICS IN PRAGUE, CZECH REPUBLIC, 12–14 SEPTEMBER 2018. 7. Lucrarea prezentată: „GO WITH THE FLOW! EXPLORING THE RELATIONSHIP BETWEEN ONLINE FLOW STATE AND PERCEIVED QUALITY OF A BRAND WEBSITE: A STRUCTURAL MODELING APPROACH” la 6TH EMAC REGIONAL CONFERENCE „MARKETING THEORY CHALLENGES IN EMERGING MARKETS”, WU VIENNA, AUSTRIA, 16–18 SEPTEMBER 2015. 8. Lucrarea prezentată: „EXPLORING THE RELATIONSHIP BETWEEN ONLINE FLOW EXPERIENCE AND PERCEIVED QUALITY OF A BRAND WEBSITE: A CONCEPTUAL MODEL” la 5TH EMAC REGIONAL CONFERENCE „MARKETING THEORY CHALLENGES IN EMERGING MARKETS”, HOSTED BY THE UNIVERSITY OF ECONOMICS IN KATOWICE, POLAND, 24–26 SEPTEMBER 2014. 9. Lucrarea prezentată: „METHODOLOGICAL CHALLENGES AND INNOVATIONS IN STUDYING ONLINE FLOW INFLUENCE ON PERCEIVED QUALITY OF AN E-COMMERCE WEBSITE” la CONFERINȚA ȘTIINȚIFICĂ INTERNAȚIONALĂ, EDIȚIA A X-A – DEZVOLTARE ECONOMICĂ ȘI SOCIALĂ DURABILĂ A EUROREGIUNILOR ȘI A ZONELOR TRANSFRONTALIERE ÎN CADRUL FORUMULUI TRANSFRONTALIER AL EUROREGIUNII SIRET-PRUT-NISTRU, EDIȚIA A II-A, BĂLȚI, REPUBLICA MOLDOVA, 27 Iunie 2014. 10. Lucrarea prezentată: „THE IMPACT OF ONLINE FLOW ON A BRAND'S PERCEIVED QUALITY” la 4TH EMAC (EUROPEAN MARKETING ACADEMY) CEE REGIONAL CONFERENCE „MARKETING THEORY AND CHALLENGES IN EMERGING SOCIETIES”, DOCTORAL COLLOQUIUM, SANKT PETERSBURG, RUSSIA, 25 SEPTEMBER 2013. <i>Calcul punctaj = $1 \times 10 = 10$ puncte</i>		
I17.	Lucrări prezentate la conferințe internaționale organizate în țară: 1. Lucrarea prezentată: „FLOW DIMENSIONS OF GEN Z: HOW THEY RELATE TO ACTUAL BEHAVIOR IN THE TIKTOK WORLD” la THE 5TH EDITION OF THE INTERNATIONAL CONFERENCE „COMMUNICATION IN ACTION: FROM THEORY TO PRACTICE AND BACK” (CIA 2025), „ALEXANDRU IOAN CUZA” UNIVERSITY OF IAȘI, IAȘI, ROMANIA, 6–8 NOVEMBER 2025.	0,5/conf.	Punctaj total acumulat = 14 puncte Punctaj total acumulat după obținerea titlului de doctor = 11 puncte

Archie



2. Lucrarea prezentată: „CHALLENGES FOR NGO COMMUNICATION PRACTITIONERS IN THE DISINFORMATION ERA: A QUALITATIVE STUDY EXPLORING STUDENTS’ PERCEPTION OF CIVIC ENGAGEMENT” la THE 4TH EDITION OF THE INTERNATIONAL CONFERENCE „COMMUNICATION IN ACTION: FROM THEORY TO PRACTICE AND BACK” (CIA 2024), „ALEXANDRU IOAN CUZA” UNIVERSITY OF IAȘI, IAȘI, ROMANIA, 7–9 NOVEMBER 2024. 3. Lucrarea prezentată: „CAN TIKTOK ADVERTISING LEAD TO ELECTRONIC WORD OF MOUTH? A MEDIA PLANNING APPROACH” la THE 4TH EDITION OF THE INTERNATIONAL CONFERENCE „COMMUNICATION IN ACTION: FROM THEORY TO PRACTICE AND BACK” (CIA 2024), „ALEXANDRU IOAN CUZA” UNIVERSITY OF IAȘI, IAȘI, ROMANIA, 7–9 NOVEMBER 2024. 4. Lucrarea prezentată: „HELLO, GENERATION Z! HOW DO YOU END UP BUYING IMPULSIVELY ON TIKTOK?” la INTERNATIONAL CONFERENCE GLOBALIZATION AND HIGHER EDUCATION IN ECONOMICS AND BUSINESS ADMINISTRATION (GEBA 2024), 16TH EDITION, „ALEXANDRU IOAN CUZA” UNIVERSITY OF IAȘI, IAȘI, ROMANIA, 17–19 OCTOBER 2024. 5. Lucrarea prezentată: „UNDERSTANDING THE ROLE OF JINFLUENCERS IN ROMANIA: A PUBLIC RELATIONS PERSPECTIVE” la CEL DE-AL XVII-LEA CONGRES INTERNAȚIONAL DE ISTORIE A PRESEI – „PERSONALITĂȚI ALE PRESEI ROMÂNEȘTI”, UNIVERSITATEA „ALEXANDRU IOAN CUZA” DIN IAȘI, IAȘI, ROMÂNIA, 27–28 SEPTEMBRIE 2024. 6. Lucrarea prezentată: „SUSTAINABLE BEHAVIORS MAKE A CITY SMART: AN INQUIRY INTO CONSUMERS’ PERCEPTION OF SUSTAINABLE COSMETIC BRANDS” la THE „SUSTAINABLE DEVELOPMENT OF EUROPEAN SMART CITIES” INTERNATIONAL CONFERENCE, „ALEXANDRU IOAN CUZA” UNIVERSITY OF IAȘI, IAȘI, ROMANIA, 9–10 JUNE 2023. 7. Lucrarea prezentată: „DIGITAL EDUCATION AND CYBERBULLYING: A COMPARATIVE ANALYSIS OF BULGARIA, GERMANY, THE NETHERLANDS, AND ROMANIA” la THE „SUSTAINABLE DEVELOPMENT OF EUROPEAN SMART CITIES” INTERNATIONAL CONFERENCE, „ALEXANDRU IOAN CUZA” UNIVERSITY OF IAȘI, IAȘI, ROMANIA, 9–10 JUNE 2023. 8. Lucrarea prezentată: „DO WE REALLY KNOW HOW TO USE AI-MEDIATED COMMUNICATION? A PILOT STUDY AMONG PR & COMMUNICATION		
---	--	--



	SCIENCE STUDENTS” la THE 3RD EDITION OF THE INTERNATIONAL CONFERENCE „COMMUNICATION IN ACTION: FROM THEORY TO PRACTICE AND BACK” (CIA 2023), „ALEXANDRU IOAN CUZA” UNIVERSITY OF IAȘI, IAȘI, ROMANIA, 9–11 NOVEMBER 2023. 9. Lucrarea prezentată: „I WON'T GIVE YOU MY MONEY BECAUSE THIS IS FAKE NEWS!: UNDERSTANDING ONLINE CHARITY INTENTION TOWARD NGOs FROM A PUBLIC RELATIONS PERSPECTIVE” la THE 3RD EDITION OF THE INTERNATIONAL CONFERENCE „COMMUNICATION IN ACTION: FROM THEORY TO PRACTICE AND BACK” (CIA 2023), „ALEXANDRU IOAN CUZA” UNIVERSITY OF IAȘI, IAȘI, ROMANIA, 9–11 NOVEMBER 2023. 10. Lucrarea prezentată: „RETAIL TRANSFORMATIONS GENERATED BY THE RECENT TECHNOLOGY DEVELOPMENTS” la THE 3RD EDITION OF THE INTERNATIONAL CONFERENCE „COMMUNICATION IN ACTION: FROM THEORY TO PRACTICE AND BACK” (CIA 2023), „ALEXANDRU IOAN CUZA” UNIVERSITY OF IAȘI, IAȘI, ROMANIA, 9–11 NOVEMBER 2023. 11. Lucrarea prezentată: „UNDERSTANDING ONLINE FAKE NEWS CONSUMPTION THROUGH THE READERS' EYES: AN EYE TRACKING APPROACH” la INTERNATIONAL CONFERENCE SEMIOSIS IN COMMUNICATION: CULTURE, COMMUNICATION AND SOCIAL CHANGE, UNIVERSITY OF POLITICAL STUDIES AND PUBLIC ADMINISTRATION, BUCHAREST, ROMANIA, 27–30 MAY 2021. 12. Lucrarea prezentată: „MEASURING FLOW IN SOCIAL MEDIA SITES: AN INTEGRATED APPROACH USING EYE-TRACKING” la 2ND INTERNATIONAL CONFERENCE „COMMUNICATION IN ACTION: FROM THEORY TO PRACTICE AND BACK”, „ALEXANDRU IOAN CUZA” UNIVERSITY OF IAȘI, IAȘI, ROMANIA, 7–9 NOVEMBER 2019. 13. Lucrarea prezentată: „ÎN FLUX! DISTRIBUIREA ȘTIRILOR FALSE DESPRE BRANDURI PE REȚELELE SOCIALE: UN NOU MODEL CONCEPTUAL” la PERSPECTIVES IN HUMANITIES AND SOCIAL SCIENCES, 6TH EDITION: INTERDISCIPLINARITY – AN UMBRELLA TERM? (PHSS 2019), INSTITUTE FOR INTERDISCIPLINARY RESEARCH, SOCIAL SCIENCES AND HUMANITIES RESEARCH DEPARTMENT, „ALEXANDRU IOAN CUZA” UNIVERSITY OF IAȘI, IAȘI, ROMANIA, 17–18 MAY 2019.		
--	--	--	--



14. Lucrarea prezentată: „O SCURTĂ ISTORIE A MĂSURĂRII AUDIENȚEI RADIO ÎN ROMÂNIA” la CEL DE-AL XII-LEA CONGRES INTERNAȚIONAL DE ISTORIE A PRESEI – „190 DE ANI DE PRESĂ ÎN SPAȚIUL DE LIMBĂ ROMÂNĂ (1829–2019)”, UNIVERSITATEA „ALEXANDRU IOAN CUZA” DIN IAȘI, IAȘI, ROMÂNIA, 12–13 APRILIE 2019. 15. Lucrarea prezentată: „WHY DO FACEBOOK USERS SPEND SO MUCH TIME ONLINE? USING FLOW THEORY AS THEORETICAL FRAMEWORK FOR A POSSIBLE EXPLANATION” la 1ST INTERNATIONAL CONFERENCE „COMMUNICATION IN ACTION: FROM THEORY TO PRACTICE AND BACK”, „ALEXANDRU IOAN CUZA” UNIVERSITY OF IAȘI, IAȘI, ROMANIA, 8–10 NOVEMBER 2018. 16. Lucrarea prezentată: „POTENTIAL SOURCES OF ERROR IN MEASURING ONLINE RADIO AUDIENCE” la 23^E COLLOQUE FRANCO-ROUMAIN EN SCIENCES DE L'INFORMATION ET DE LA COMMUNICATION: INFORMATION, COMMUNICATION ET HUMANITÉS NUMÉRIQUES, BABEȘ-BOLYAI UNIVERSITY, CLUJ-NAPOCA, ROMANIA, 18–20 OCTOBER 2018. 17. Lucrarea prezentată: „DESIGNING ADVERTISING STIMULI FOR EVOKING CONSUMERS' EMOTIONS: A SEMIOTIC APPROACH” la CONFERINȚA INTERNAȚIONALĂ „SEMIOSIS IN COMMUNICATION: DIFFERENCES AND SIMILARITIES”, NATIONAL UNIVERSITY OF POLITICAL STUDIES AND PUBLIC ADMINISTRATION (SNSPA), BUCHAREST, ROMÂNIA, 14–16 JUNE 2018. 18. Lucrarea prezentată: „CONTEMPORARY VALENCES OF THE ROMANIAN ARCHETYPES” la CONFERINȚA INTERNAȚIONALĂ „SEMIOSIS IN COMMUNICATION: DIFFERENCES AND SIMILARITIES”, NATIONAL UNIVERSITY OF POLITICAL STUDIES AND PUBLIC ADMINISTRATION (SNSPA), BUCHAREST, ROMÂNIA, 14–16 JUNE 2018. 19. Lucrarea prezentată: „IS ANYBODY LISTENING? MEASURING RADIO AUDIENCE IN A DIGITAL ERA” la CONFERINȚA INTERNAȚIONALĂ PERSPECTIVES IN HUMANITIES AND SOCIAL SCIENCES: HINTING AT INTERDISCIPLINARITY, 5TH EDITION: MAPPING DIGITAL FUTURES, „ALEXANDRU IOAN CUZA” UNIVERSITY OF IAȘI, IAȘI, ROMÂNIA, 23–24 MAY 2018. 20. Lucrarea prezentată: „REACTIVE PUBLIC RELATIONS STRATEGIES FOR MANAGING 'FAKE NEWS' IN ONLINE ENVIRONMENT” la 8TH LUMEN INTERNATIONAL CONFERENCE: RETHINKING		
--	--	--



SOCIAL ACTION. CORE VALUES IN PRACTICE, SUCEAVA, ROMÂNIA, 27–28 APRIL 2018. 21. Lucrarea prezentată: „METHODODOLOGICAL ISSUES IN TRANSLATING EMOTIONAL DESCRIPTORS FOR ADVERTISING TESTING” la 8TH EMAC REGIONAL CONFERENCE „BRIDGING THE MARKETING THEORY/PRACTICE GAP AND COMPETITIVENESS OF THE NEW EUROPE”, THE WEST UNIVERSITY OF TIMIȘOARA, TIMIȘOARA, ROMÂNIA, 20–22 SEPTEMBER 2017. 22. Lucrarea prezentată: „EXPLORING USER’S FLOW-PROPENSITY WHILE BROWSING ON A BRAND WEBSITE: USING THE BIG FIVE MODEL TO ASSESS AUTOTELIC PERSONALITY” la CONFERINȚA INTERNAȚIONALĂ „HUMANITIES AND SOCIAL SCIENCES TODAY. CLASSICAL AND CONTEMPORARY ISSUES”, ACADEMIA ROMÂNĂ, FILIALA IAȘI, ROMÂNIA, 7–10 MAY 2015. 23. Lucrarea prezentată: „INNOVATION IN MEASURING THE PERCEIVED QUALITY OF E-COMMERCE WEBSITES: A CRITICAL REVIEW OF EXTANT KNOWLEDGE” la THE 18TH INTERNATIONAL CONFERENCE „INVENTICA 2014”, IAȘI, ROMÂNIA, 2–4 JULY 2014. 24. Lucrarea prezentată: „ONLINE FLOW EXPERIENCE AND PERCEIVED QUALITY OF A BRAND WEBSITE: INPASCANI.RO CASE STUDY” la INTERNATIONAL CONFERENCE LOGOS UNIVERSALITY MENTALITY EDUCATION NOVELTY, IAȘI, ROMÂNIA, 10–11 APRIL 2014. 25. Lucrarea prezentată: „MULTIMODALITY AS A PREMISE FOR INDUCING ONLINE FLOW ON A BRAND WEBSITE: A SOCIAL SEMIOTIC APPROACH” la INTERNATIONAL CONFERENCE LOGOS UNIVERSALITY MENTALITY EDUCATION NOVELTY, IAȘI, ROMÂNIA, 10–11 APRIL 2014. 26. Lucrarea prezentată: „MEASURING PERCEIVED SERVICE QUALITY OFFLINE VS. ONLINE: A NEW PESQ CONCEPTUAL MODEL” la INTERNATIONAL CONFERENCE EMERGING MARKETS QUERIES IN FINANCE AND BUSINESS, TÂRGU MUREȘ, ROMÂNIA, 24–27 OCTOBER 2013. 27. Lucrarea prezentată: „FLOW THEORY AND ONLINE MARKETING OUTCOMES: A CRITICAL LITERATURE REVIEW” la 20TH INTERNATIONAL ECONOMIC CONFERENCE – IECS 2013 „POST CRISIS ECONOMY: CHALLENGES AND OPPORTUNITIES”, SIBIU, ROMÂNIA, 2013. 28. Lucrarea prezentată: „MEASURING THE PERCEIVED QUALITY OF A COMMERCIAL WEB SITE: A CRITICAL LITERATURE REVIEW” la „DOCTORAL SCHOOL OF ECONOMICS AND		
--	--	--



	BUSINESS ADMINISTRATION INTERNATIONAL CONFERENCE”, IAȘI, ROMÂNIA, 2013. <i>Calcul punctaj = $0,5 \times 28 = 14$ puncte</i>		
I18.	Beneficiar al unor granturi individuale sau burse postdoctorale în valoare de cel puțin 25.000 lei: 1. Director proiect de cercetare – grant UAIC obținut prin competiție. Titlul: „ROLUL STĂRII DE FLUX ÎN DISTRIBUIREA ȘTIRILOR FALSE DESPRE BRANDURI PE REȚELE DE SOCIALIZARE”. Cod Proiect GI-UAIC-2018-09. Valoarea proiectului: 40.000 de lei. Durata proiectului: 2019-2022. <i>Calcul punctaj = $0,5 \times 1 = 0,5$ puncte</i>	0,5/grant/ bursă	Punctaj total acumulat = 0,5 puncte Punctaj total acumulat după obținerea titlului de doctor = 0,5 puncte
I19.	Inițierea unor programe de studii universitare: 1. Program de masterat profesional „Comunicare strategică în mediul digital”, Departamentul de Științe ale Comunicării și Relații Publice, Facultatea de Filosofie și Științe Social-Politice, Universitatea „Alexandru Ioan Cuza” din Iași, anul 2024-2025.	2/prog.	Punctaj total acumulat = 2 puncte Punctaj total acumulat după obținerea titlului de doctor = 2 puncte
	Introducerea unor cursuri noi: 1. Metode de cercetare cantitative în științele comunicării (op.) – programul de masterat „Relații publice și publicitate”, anul I, Departamentul de Științe ale Comunicării și Relații Publice, Facultatea de Filosofie și Științe Social-Politice, Universitatea „Alexandru Ioan Cuza” din Iași, 2021. 2. Metode de cercetare calitative în științele comunicării (op.) – programul de masterat „Relații publice și publicitate”, anul I, Departamentul de Științe ale Comunicării și Relații Publice, Facultatea de Filosofie și Științe Social-Politice, Universitatea „Alexandru Ioan Cuza” din Iași, 2021. 3. Metode de cercetare online – programul de masterat „Comunicare strategică în mediul digital”, anul II, Departamentul de Științe ale Comunicării și Relații Publice, Facultatea de Filosofie și Științe Social-Politice, Universitatea „Alexandru Ioan Cuza” din Iași, 2025. 4. Influencer marketing – programul de masterat „Comunicare strategică în mediul digital”, anul II, Departamentul de Științe ale Comunicării și Relații Publice, Facultatea de Filosofie și Științe Social-Politice, Universitatea „Alexandru Ioan Cuza” din Iași, 2025. <i>Calcul punctaj = $0,5 \times 4 = 2$ puncte</i>	0,5/curs	Punctaj total acumulat = 2 puncte Punctaj total acumulat după obținerea titlului de doctor = 2 puncte
	Publicare cursuri pentru studenți	1 x m/n	–
I20.	Membru al unei echipe de cercetare care implementează un proiect finanțat pe bază de competiție cu cel puțin 100.000 lei:	1/proiect	Punctaj total acumulat = 1 punct



	1. Membru în proiectul de cercetare internațional derulat de COST Action CA18115 TRANSNATIONAL COLLABORATION ON BULLYING, MIGRATION AND INTEGRATION AT SCHOOL LEVEL (TRIBES) – The European Cooperation in Science and Technology (COST) – https://www.cost.eu/actions/CA18115/. WG6: E-Technology, Cyberbullying & Online Safety. Buget anual estimativ €130,000 (pentru 25 COST Membri) x 4 ani = € 520,000. <u>Calcul punctaj = 1x1 = 1 punct</u>		Punctaj total acumulat după obținerea titlului de doctor = 1 punct
I21.	Membru al Consiliului National de Atestare a Titlurilor, Diplomelor și Certificatelor Universitare, al Consiliului National al Cercetării Științifice, al consiliului sau comisiilor de specialitate ale Agenției Române de Asigurare a Calității în Învățământul Superior, CNFIS (se punctează un singur mandat). Premii ale unor academii și asociații științifice	1/ Pe consiliu/ comisie / premiu	–
I22.	Studiu individual sau colectiv de evaluare și fundamentare de politici publice elaborat în urma unor concursuri de selecție, pentru diverse instituții publice guvernamentale / organizații internaționale / centre de cercetare	2 x m/n	–
I23.	Participarea în colectivele de elaborare sau implementare a granturilor ori a proiectelor de dezvoltare instituțională, socială și regională; transfer de cunoaștere și instrumente de politici; asistență pentru dezvoltare ș.a finanțate de o entitate regională, națională sau din străinătate:	1 / proiect	–

**STANDARDE MINIMALE CE TREBUIE ÎNDEPLINITE CUMULATIV:**

Criteriu	Denumirea criteriului	Standardul pentru profesor universitar	Standardul pentru conferențiar universitar	Punctaj obținut	Criteriu îndeplinit / neîndeplinit
C1	Punctajul pentru indicatorul I1	≥ 10	≥ 5	157,03	Îndeplinit 157,03 > 10
C2	Numărul de articole care prezintă contribuții originale, în reviste cotate ISI sau indexate în cel puțin 2 din bazele de date internaționale recunoscute [I2]	≥ 8	≥ 5	Punctaj obținut 27	Îndeplinit 12 articole > 8
C3	Numărul de cărți la care este unic autor, prim-autor sau coordonator [I3, I4, I5]	Cel puțin o carte la o editură cu prestigiu internațional (A1) sau cel puțin două cărți publicate la alte edituri cu prestigiu recunoscut (A2)	≥ 1	Punctaj obținut 27,17	Îndeplinit 5 lucrări eligibile (3 cărți / 2 volume coordonate); condiția privind editurile A1/A2 este îndeplinită
C4	Suma punctajului pentru indicatorii I1-I8	≥ 100	≥ 50	216,20	Îndeplinit 216,20 > 100
C5	Punctajul pentru indicatorul I9	≥ 10	≥ 5	3.559,73	Îndeplinit 3.559,73 > 10
C6	Punctaj total (suma punctajului pentru indicatorii I1-I23)	≥ 150	≥ 100	3.810,43	Îndeplinit 3.810,43 > 150
C7	Punctaj total (suma punctajului pentru indicatorii I1-I23) acumulat după obținerea titlului de doctor	≥ 100	≥ 50	3.787,70 puncte	Îndeplinit 3.787,70 > 100

Data,
2.09.2026

Semnătură candidat,
Conf. univ. dr. Daniel-Rareș OBADĂ