

LISTA LUCRĂRI

Ionașcu Alina Elena

Lucrari publicate in volume indexate ISI Proceedings

1. Grigorescu, Adriana and **Cerchia, Alina Elena** and Jeflea, Florin Victor, (2016), *Modern technologies for data storage, organization and managing in CRM systems*. In: International conference on Applied Internet and Information Technologies - AIIT 2016, 03-04.06.2016, Bitola, Macedonia, DOI: 10.20544/AIIT2016.09
2. **Cerchia Alina Elena**, Oachesu Madalina, Constantin Mihai, (2018), Technologies and Innovation in the Management of the Banking Sector, Strategica International Academic Conference -Sixth Edition, Bucharest, Romania, October 11-12, 2018 Challenging the Status Quo in Management and Economics, Brătianu, C., Zbucea, A., and Vitelar, A. (eds.) (2018). *Strategica. Challenging the Status Quo in Management and Economics*. Bucharest: Tritonic. ISSN 2392-702X, ISBN 978-606-749-365-8. pp. 371-81
3. Oachesu Madalina, **Cerchia Alina Elena**, Stanescu Sorina-Geanina, Magdalena Ionut, (2018), Labour mobility and Conflict Management in the Contemporary Economy Market, Strategica International Academic Conference -Sixth Edition, Bucharest, Romania, October 11-12, 2018 Challenging the Status Quo in Management and Economics, Brătianu, C., Zbucea, A., and Vitelar, A. (eds.) (2018). *Strategica. Challenging the Status Quo in Management and Economics*. Bucharest: Tritonic. ISSN 2392-702X, ISBN 978-606-749-365-8, pp. 408-415

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1. **Cerchia, Alina Elena** (2015), The Impact of New Technologies on Customer Relationship Management *Ovidius University Annals, Economic Sciences Series*, 2015, vol. XV, issue 1, 468-473
2. Zaif, Alexandra și **Cerchia, Alina Elena** (2015), “The importance of Social media as part of Marketing Strategy” Section 2, M 204, Economic Sciences, Universitatea Titu Maiorescu, International Conference Noiembrie 19-21, 2015, Education and Creativity for a knowledge Based Society (9th Edition) , Issn 2248-0064 ISBN 978-3-9503145-3-3, http://www.utm.ro/conferinta/files/program_conferinta_2015.pdf
3. **Cerchia, Alina Elena**, (2015), Social Media – a Strategy in Developing Customer Relationship Management, 3rd GLOBAL CONFERENCE on BUSINESS, ECONOMICS, MANAGEMENT and TOURISM, 26-28 November 2015, Rome, Italy, *Procedia Economics and Finance* 39 (2016) 785 – 790 ; DOI: 10.1016/S2212-5671(16)30266-0

4. DUMITRESCU-PECULEA Adelina, OACHEȘU Mădălina, **CERCHIA Alina Elena**, (2015), Development and Integration of a Quality Management System for the Banking Sector, VJES - Volume 6 Issue 4, 2015, ISSN-L 2067-9440 / ISSN 2344-4924
5. Dumitrescu Peculea Adelina, **Cerchia Alina Elena** and Sandu (Udroiu) Florina, (2016), Social Media- Key issue of quality services in global economy, BASIQ INTERNATIONAL CONFERENCE -New Trends in Sustainable Business and Consumption 2016 CONFERENCE PROCEEDINGS 2-3 June 2016 Konstanz, Germany ISSN 2457-483X ISSN-L 2457-483X
6. Grigorescu Adriana, **Cerchia Alina Elena**, Oachesu Madalina Maria, Udrouiu Florina, (2017), Enhancing Internet Banking – Solutions for Customer Relationship Management Saudi Journal of Business and Management Studies, 2017; 2(1):38-43 (Download PDF) DOI: 10.21276/sjbms.2017.2.1.7
7. Zaif Alexandra, **Cerchia Alina Elena**, (2018), The Influence of Brand Awareness and Other Dimensions of Brand Equity in Consumer`s Behaviour: The Affordable Luxury Strategy, Ovidius University Annals, Economic Sciences Series, 2018, vol. XVIII, issue 1, 422-427
8. Zaif Alexandra, **Cerchia Alina Elena**, (2019), The importance of integrating digital marketing within the sales strategy of luxury brands, International Conference “Risk in Contemporary Economy” ISSN-L 2067-0532 ISSN online 2344-5386 XXth Edition, 2019, Galati, Romania, “Dunarea de Jos” University of Galati, Romania – Faculty of Economics and Business Administration, pp 118-126 DOI: <https://doi.org/10.26397/RCE2067053256>
9. Zaif, Alexandra, **Cerchia, Alina Elena**(2019)-, Integrating Online Marketing Strategies in B2B Companies”, Ovidius University Annals, Economic Sciences Series, Ovidius University of Constantza, Faculty of Economic Sciences, vol. XIX, issue 2 pages 614-620, December
10. **Cerchia, Alina Elena**, Zaif, Alexandra (2019), Customer Relationship Management in Romanian Banks, Ovidius University Annals, Economic Sciences Series, Ovidius University of Constantza, Faculty of Economic Sciences, vol. XIX, issue 2, pages 440-446, December.
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12. **Cerchia (Ionașcu), Alina Elena**, Zaif (Popa), Alexandra (2021), Marketing and Management Strategies in Order to Increase Rural Tourism in Romania-Implementing National Development Programmes by Government Institutions or other Types of Organizations, “Ovidius” University Annals, Economic Sciences Series Volume XXI, Issue 1 /2021, pages 41-49;

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14. **Ionascu, Alina Elena**, Gheorghiu, Gabriela, Mihai, Florina. Modern Communication Methods in Online Education Ovidius University Annals, Economic Sciences Series 21 (2), 758-762
15. Popa, Alexandra, **Ionascu, Alina Elena**, Domolescu Dana Nicoleta, Innovative Marketing Strategies for the Development of Tourism in Romania, Ovidius University Annals, Economic Sciences Series 21 (2), 870-878
16. **CERCHIA (IONASCU), Alina Elena**, SPATARIU, Elena Cerasela, GHEORGHIU, Gabriela, Financial Inclusion in Romania – A New Perspective, “Ovidius” University Annals, Economic Sciences Series, Volume XXII, Issue 1 /2022, 809-814

Participari la conferinte internationale

1. 3rd GLOBAL CONFERENCE on BUSINESS, ECONOMICS, MANAGEMENT and TOURISM, 26-28 November 2015, Rome, Italy
2. THE INTERNATIONAL CONFERENCE "PRESENT ISSUES OF GLOBAL ECONOMY" - 18th Edition (July, 1st - 3rd 2021)
3. THE INTERNATIONAL CONFERENCE "GLOBAL ECONOMY UNDER CRISIS" - 10th Edition (December, 16th-17th 2021), Ovidius University, Constanta
4. THE INTERNATIONAL CONFERENCE "PRESENT ISSUES OF GLOBAL ECONOMY" - 19th Edition (July, 14th-16th 2022), Ovidius University, Constanta