

L i s t a

lucrărilor științifice

Ionașcu (Cerchia) Alina Elena

I. Lucrari ISI cu factor de Impact

1. Ionașcu A.E., Barbu C.A. (2023). DIGITAL TRANSFORMATION IN THE BANKING SECTOR: A PRE- AND POST- COVID-19 ANALYSIS Management Research and Practice, Volume 15, Issue 3 / September 2023, <https://mrp.ase.ro/no153/f5.pdf> , [WOS:001074961300001](https://doi.org/10.3390/mrp15030001)
2. Oprisan, O.; Pirciog, S.; Ionascu, A.E.; Lincaru, C.; Grigorescu, A. Economic Resilience and Sustainable Finance Path to Development and Convergence in Romanian Counties. Sustainability 2023, 15, x. <https://doi.org/10.3390/xxxxx>, [WOS:001083013500001](https://doi.org/10.3390/su15030001)
3. Ionașcu AE, Gheorghiu G, Spătariu EC, Munteanu I, Grigorescu A, Dănilă A. Unraveling Digital Transformation in Banking: Evidence from Romania. Systems. 2023; 11(11):534. <https://doi.org/10.3390/systems11110534>, [WOS:001119924500001](https://doi.org/10.3390/su11110534)
4. Ionașcu, A.E.; Goswami, S.S.; Dănilă, A.; Horga, M.-G.; Barbu, C.A.; Șerban-Comănescu, A. Analyzing Primary Sector Selection for Economic Activity in Romania: An Interval-Valued Fuzzy Multi-Criteria Approach. *Mathematics* **2024**, *12*, 1157. <https://doi.org/10.3390/math12081157>
5. Irena MUNTEANU, Alexandra DĂNILĂ, Alina Elena IONAȘCU, Oana OPRÎȘAN, Maria Gabriela HORGA, Muhammad Ali MOHSIN, The Impact of Financial Inclusion on the Attainment of the United Nations Development Goals – A Case Study in the Balkan Countries, Economic Computation and Economic Cybernetics Studies and Research, 58 (3), 2024, pp. 292-306, Q2. DOI: 10.24818/18423264/58.3.24.18
6. Olteanu, A.L.; Ionascu, A.E.; Cosma, S.; Barbu, C.A.; Popa, A.; Cioroiu, C.G.; Goswami, S.S. Prioritizing the European Investment Sectors Based on Different Economic, Social, and Governance Factors Using a Fuzzy-MEREC-AROMAN Decision-Making Model. Sustainability 2024, 16, 7790. <https://doi.org/10.3390/su16177790/>
7. Ionașcu, A.E.; Hordofa, D.F.; Dănilă, A.; Spătariu, E.C.; Burcă, A.L.; Horga, M.G. ESG Performance in the EU and ASEAN: The Roles of Institutional Governance, Economic Structure, and Global Integration. Sustainability 2025, 17, 7997. <https://doi.org/10.3390/su17177997>

II. Lucrari ISI Proceedings

1. **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
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2. 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, https://conference.ase.ro/wp-content/uploads/2018/01/BASIQ_Volume2016.pdf
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3. 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
https://www.researchgate.net/publication/304928545_Modern_technologies_for_data_storage_organization_and_managing_in_CRM_systems
<http://www.tfzr.uns.ac.rs/aiit/old/archives/AIIT2016/files/proceedings.pdf>
4. **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*

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5. 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., Zbucnea, A., and Vitelar, A. (eds.) (2018). *Strategica. Challenging the Status Quo in Management and Economics*. Bucharest: Tritonic. ISSN 2392-702X, ISBN 78-606-749-365-8, pp. 408-415, <https://strategica-conference.ro/strategica-2018/> WOS:000482078200036

III. Lucrări BDI

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, https://stec.univ-ovidius.ro/html/anale/RO/2015/ANALE%20vol%2015_issue_1.pdf
2. Zaif, Alexandra și **Cerchia, Alina Elena** (2015), The importance of Social media as part of Marketing Strategy, 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 https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2739620
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 <https://www.sciencedirect.com/science/article/pii/S2212567116302660?via%3Dihub>
4. DUMITRESCU-PECULEA Adelina, OACHEȘU Mădălina, **CERCHIA Alina Elena**, (2015), Development and Integration of a Quality Management System for the Banking

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6. 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 , <https://stec.univ-ovidius.ro/html/anale/RO/wp-content/uploads/2018/08/27-1.pdf>
7. 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>
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8. 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 <https://stec.univ-ovidius.ro/html/anale/RO/wp-content/uploads/2020/02/Section%20IV/35.pdf>
9. **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, <https://stec.univ-ovidius.ro/html/anale/RO/wpcontent/uploads/2020/02/Section%20IV/7.pdf>
10. Zaif, Alexandra, **Cerchia, Alina Elena** & Micu, Adrian(2020)- The Effects of the Crisis Generated by the COVID-19 Pandemic on Consumer Behavior Regarding Brand Purchasing, Risk in Contemporary Economy International Conference, , XXI th Edition,

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11. **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, <https://stec.univ-ovidius.ro/html/anale/RO/2021/Section%201%20and%202/6.pdf>
12. **Cerchia (Ionașcu), Alina Elena**, Zaif (Popa), Alexandra, Lipară, Daniel (2021) The Real Estate Market in Romania – A Post COVID Analysis , Ovidius” University Annals, Economic Sciences Series Volume XXI, Issue 1 /2021, pages 729-735, <https://stec.univ-ovidius.ro/html/anale/RO/2021/Section%205/7.pdf>
13. **Ionascu, Alina Elena**, Gheorghiu, Gabriela, Mihai, Florina. Modern Communication Methods in Online Education Ovidius University Annals, Economic Sciences Series 21 (2), 758-762, <https://stec.univ-ovidius.ro/html/anale/RO/2021-2/Section%204/27.pdf>
14. 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, <https://stec.univ-ovidius.ro/html/anale/RO/2021-2/Section%204/42.pdf>
15. Grigorescu, Adriana, **Ionascu, Alina Elena**, 2022, The level of CRM implementation in Romanian banks, Global Research Review in Business and Economics [GRRBE], ISSN (Online)-2454-3217, ISSN (Print) 2395-4671, Open-Access | Volume 8, Issue 1,Pages 01-08, https://www.grrbe.in/Vol_8_issue_01/GRRBE_0801001080245.pdf
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, <https://stec.univ-ovidius.ro/html/anale/RO/2022-2/Section%205/5.pdf>
17. Barbu, C. A., Popa, A., & Ionașcu, A. E. (2022). Managing Tourism Seasonality in European Countries. Ovidius University Annals, Series Economic Sciences, 22(2).

18. Barbu, C. A., Ionașcu, A. E., & Popa, A. (2022). Trends Regarding the Destinations Preferred by European Tourists during the Covid-19 Pandemic. *Ovidius University Annals, Economic Sciences Series*, 22(2), 21-28.
19. Ionașcu, A., Barbu, C.A., & Popa, A. (2023). Ethics in the Banking Sector. In A. Grigorescu & V. Radu (vol. ed.), *Lumen Proceedings: Vol. 19. Global Ethics -Key of Sustainability (GEKOS 2022)* (pp. 137-145). LUMEN Publishing House. <https://doi.org/10.18662/lumproc/gekos2022/11> ISBN: 978-1-910129-36-4, ISSN (print): 2601 – 2510
20. Popa, Alexandra & Marin, Barbu & Cerchia, Alina. (2023). The New Paradigm of Online Marketing: A Study of Generation Z Consumers' Behaviour and Their Attitude Towards Brands. 359-368. 10.24818/BASIQ/2023/09/040.
21. IONAȘCU, A.E., POPA, A., ZAHARIA, R.M., 2023. Level of Financial Education in South-Eastern Europe – Ovidius” University Annals, Economic Sciences Series Volume XXIII, Issue 1 /2023, pg 923-939
22. OLTEANU BURCA, A.L., IONAȘCU, A.E., ZAHARIA, R.M., 2023. ESG Reporting Standards in the Banking Sector: A Global Analysis - Ovidius” University Annals, Economic Sciences Series Volume XXIII, Issue 1 /2023, pg 1032-1039
23. OLTEANU, Andreea Larisa; IONAȘCU, Alina Elena. Navigating the ESG Landscape and Its Impact in the Business and Investment Sector. *Journal of Financial Studies*, 2023, 8.15: 144-158 <https://revista.isfin.ro/wp-content/uploads/2023/11/9.-Olteanu-Andreea.pdf>, <https://ideas.repec.org/a/fst/rfsisf/v8y2023i15p144-158.html>
24. Alina IONAȘCU, Corina-Aurora BARBU, Alexandra POPA, 2023, Financial literacy – a framework for policy makers, *STRATEGICA 2023 – Managing Business Transformations during Uncertain Times*, ISBN: 978-606-749-760-1, ISSN: 2734 – 746X, Pages 330-342 doi: 10.25019/STR/2023.024
25. Alina Elena IONASCU, Corina Aurora BARBU, Larisa Andreea OLTEANU (BURCA) , 2023, Sustainability and Ethics in the Digital Age: A New Perspective on Digitalization, Published in Europe in the New World Economy: Opportunities and Challenges: ESPERA 2023, Bucharest, Romania, November 23-24 (Springer Proceedings in Business and Economics) 2024th Edition, <https://link.springer.com/book/9783031713286>

26. Corina Georgiana CIOROIU, Alina Elena IONAȘCU, Andreea Larisa OLTEANU (BURCĂ), Fiscal Policies to Diminish the Deficit in Romania, 2023, Ovidius” University Annals, Economic Sciences Series Volume XXIII, Issue 2 /2023, pg 662-669, <https://stec.univ-ovidius.ro/html/anale/ENG/wp-content/uploads/2024/02/7-3.pdf>
27. Andreea Larisa OLTEANU (BURCĂ), Alina Elena IONAȘCU, The Importance of ESG in the Real Estate Investments, Ovidius” University Annals, Economic Sciences Series Volume XXIII, Issue 2 /2023, pg 810-817, <https://stec.univ-ovidius.ro/html/anale/ENG/wp-content/uploads/2024/02/28.pdf>
28. Andreea Larisa Olteanu (Burca) & Alina Elena Ionascu & Daniel Lipara, 2024. "Incorporating Sustainability into Indirect Procurement: The Audit Approach," Ovidius University Annals, Economic Sciences Series, Ovidius University of Constantza, Faculty of Economic Sciences, vol. 0(1), pages 687-693, August.
29. Andreea Larisa Olteanu (Burca) & Elena Claudia Badea Florea & Alina Elena Ionascu, 2024. "Corporate Governance and ESG in Romania, Concept Awareness," Ovidius University Annals, Economic Sciences Series, Ovidius University of Constantza, Faculty of Economic Sciences, vol. 0(1), pages 694-701, August.
30. Popa, A., Barbu, C. A., & Ionașcu, A. E. (2024). Sustainability as a determinant factor in the purchasing decision. Ovidius University Annals, Economic Sciences Series, 0(2), 416–424. <https://stec.univ-ovidius.ro/html/anale/RO/2024i2/Section%204/11.pdf>
31. Olteanu (Burcă), A. L., Ionașcu, A. E., & Ciumacencu, B. P. (2024). Assessing the impact of ESG standards and regulations on the audit process. Ovidius University Annals, Economic Sciences Series, 0(2), 605–612. <https://stec.univ-ovidius.ro/html/anale/RO/2024i2/Section%205/17.pdf>
32. Ionașcu, A. E., & Olteanu Burcă, A. L. (2025). Fiscal structures and economic sustainability in the EU member states: Challenges and opportunities. The Journal of Accounting and Management, 15(2), 20–32. <https://www.dj.univ-danubius.ro/index.php/JAM/article/view/3390>
33. Barbu, C. A., Popa, A., & Ionașcu, A. E. (2025). Entrepreneurship in the digital age: Adaptation and innovation. Ovidius University Annals, Economic Sciences Series, 25(1), 287–293. <https://stec.univ-ovidius.ro/html/anale/ENG/2025i1/Section%204/2.pdf>

34. Olteanu (Burcă), A. L., Ionașcu, A. E., & Lipară, D. (2025). Best practices in internal control, auditing, and sustainable investment efficiency. *Ovidius University Annals, Economic Sciences Series*, 25(1), 564–571. <https://stec.univ-ovidius.ro/html/anale/ENG/2025i1/Section%205/9.pdf>

IV. Cărți publicate/capitole din cărți

1. Corina Aurora Barbu, Alina Elena Ionașcu, MANAGEMENTUL INVESTIȚIILOR - Abordări teoretice și practice, editura Sitech, Craiova, 2023, ISBN 978-606-11-8391-3
2. Alexandra Dănilă, Oana Opreșan, Irena Munteanu, Alina Elena Ionașcu, Finanțe și gestiunea financiară a firmei, editura Sitech, Craiova, 2024, ISBN 978-606-11-8632-7
3. Oana Opreșan, Alina Elena Ionașcu, Finanțe publice locale: elemente de teorie, teste grilă și aplicații, editura Sitech, Craiova, 2024, ISBN 978-606-11-8628-0
4. Daniel Lipară, Alina Elena Ionașcu, Raluca-Andreea Trandafir, Elena Cerasela Spătariu, Larisa Andreea Burcă, Planificarea strategică și analiza economico-financiară, ISBN 978-606-11-8859-8, EDITURA SITECH, Craiova, 2025

V. Participări la conferințe internaționale

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. 3rd International Conference Global Ethics - Key of Sustainability, MAY 2022, Bucharest, Romania
5. THE INTERNATIONAL CONFERENCE "PRESENT ISSUES OF GLOBAL ECONOMY" - 19th Edition (July, 14th-16th 2022), Ovidius University, Constanta
6. THE INTERNATIONAL CONFERENCE "GLOBAL ECONOMY UNDER CRISIS" - 10th Edition (December, 16th-17th 2022), Ovidius University, Constanta

7. Basiq International Conference on New Trends in sustainable Business and Consumption, May 2023, Ovidius University, Constanta
8. THE INTERNATIONAL CONFERENCE "PRESENT ISSUES OF GLOBAL ECONOMY" - 19th Edition (July, 14th-16th 2023), Ovidius University, Constanta
9. Strategica International Conference, Faculty of Management form the National University of Political Studies and Public Administration, Bucharest, Romania, held on 2023 October 26-27
10. The 10th International Conference - ESPERA 2023, Europe in the new world economy. Emerging research topics, methodologies and techniques in approaching future economic challenges, 23th-24th November, 2023Bucharest, Romania
11. THE INTERNATIONAL CONFERENCE "GLOBAL ECONOMY UNDER CRISIS" - 10th Edition (December, 16th-17th 2023), Ovidius University, Constanta
12. THE INTERNATIONAL CONFERENCE "PRESENT ISSUES OF GLOBAL ECONOMY" - 21st Edition (June, 20th-22nd 2024)
13. THE INTERNATIONAL CONFERENCE „GLOBAL ECONOMY UNDER CRISIS” – 13th Edition (December, 11th-12th 2024)
14. THE INTERNATIONAL CONFERENCE „PRESENT ISSUES OF GLOBAL ECONOMY” – 22nd Edition (June, 19th-21st 2025)

VI. Director / membru proiecte/contracte de cercetare

1. membru cercetător în cadrul programului de burse doctorale „Susținerea excelenței în cercetarea științifică doctorală interdisciplinară în domeniile economic, medical și al științelor sociale, POSDRU/187/1.5/S/155463 Universitatea Valahia din Târgoviște – iun - dec 2015
2. membru cercetător în proiectul: “DECIDE - Dezvoltare prin educație antreprenorială și cercetare inovativă doctorală și postdoctorală”, cofinanțat din Programul Operațional Capital Uman 2014-2020, apel nr. POCU/380/6/13 - “Sprijin pentru doctoranzi și cercetători post-doctorat”, nr. contract de finanțare: 45649/20.06.2019 (ianuarie 2022-ianuarie 2023)
3. Expert resurse educaționale – proiect “Îmbunătățirea calității activității didactice la Universitatea „Ovidius” din Constanța prin schimbul de bune practici promovate în plan intern și internațional – INTER DIDACT”, CNFIS-FDI-2023-F-0165