

Lista de lucrări științifice publicate-POPA Alexandra

LUCRĂRI PUBLICATE ÎN REVISTE INDEXATE ISI:

1. Nassani, A.A.; Yousaf, Z.; Grigorescu, A.; Popa, A.(2023). *Green and Environmental Marketing Strategies and Ethical Consumption: Evidence from the Tourism Sector*. Sustainability 2023, 15, 12199. Available at: <https://www.mdpi.com/2071-1050/15/16/12199>; <https://doi.org/10.3390/su151612199>.
2. Olteanu, A.L.; Ionascu, A.E.; Cosma, S.; Barbu, C.A.; Popa, A.; Cioroiu, C.G.; Goswami, S.S(2024). *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://www.mdpi.com/2071-1050/16/17/7790>.

LUCRĂRI PUBLICATE ÎN VOLUME INDEXATE ISI PROCEEDINGS:

1. Popa, A., Barbu, C.A. and Ionașcu, A.E., (2023). *The New Paradigm of Online Marketing: A Study of Generation Z Consumers' Behaviour and Their Attitude Towards Brands*. In: R. Pamfilie, V. Dinu, C. Vasiliu, D. Pleșea, L. Tăchiciu eds. 2023. 9th BASIQ International Conference on New Trends in Sustainable Business and Consumption. Constanța, Romania, 8-10 June 2023. Bucharest: ASE, pp. 359-368. DOI: 10.24818/BASIQ/2023/09/040.

LUCRĂRI PUBLICATE ÎN REVISTE INDEXATE BDI:

1. Zaif, Alexandra & Cerchia, Alina Elena(2015)- „*The importance of Social Media as part of Marketing Strategy*”, Section 2 ,M 204,Economic Sciences International Conference at Titu Maiorescu University, Nov. 19-21,2015,Education and Creativity for a knowledge-based Society(9th Edition), ISSN 2248-0064, ISBN 978-3-9503145-3-3, <https://ideas.repec.org/a/ddj/fserec/y2019p119-127.html>.
2. Zaif, Alexandra(2016)- „*The Impact of Brand Awareness on Companies' Marketing Strategies*”, “Risk in Contemporary Economy” International Conference, XVIIth Edition, 2016, Galati, Romania,“Dunarea de Jos” University of Galati – Faculty of Economics and Business Administration”, ISSN-L 2067-0532, ISSN online 2344-5386, <https://pdfs.semanticscholar.org/54f9/bdd9662da7c4ed5e83ef9e7eaa6f9636b223.pdf>.
3. Grigorescu, Adriana & Zaif, Alexandra(2017)- „*The concept of glocalization and its incorporation in global brands' marketing strategies*”, International Journal of Business and Management Invention, ISSN (Online): 2319 – 8028, ISSN (Print): 2319 – 801X, www.ijbmi.org || Volume 6 Issue 1 || January. 2017 || PP—70-74 .
4. 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 Volume XVIII, Issue 1(2018), disponibil la: <http://stec.univ-ovidius.ro/html/anale/RO/wp-content/uploads/2018/08/27-1.pdf>.

5. **Zaif, Alexandra & Cerchia , Alina Elena(2019)** - "*The Importance of Integrating Digital Marketing within the Sales Strategy of Luxury Brands*", Risk in Contemporary Economy International Conference, „Dunarea de Jos” University of Galati, Faculty of Economics and Business Administration, pages 119-127.
6. **Cerchia, Alina Elena& Zaif, Alexandra(2019)**- „*Customer Relationship Management in Romanian Banks*”, „Ovidius” University Annals, Economic Sciences Series Volume XIX, Issue 2 /2019, disponibil la : <http://stec.univ-ovidius.ro/html/anale/RO/wp-content/uploads/2020/02/Section%20IV/7.pdf>.
7. **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. 0(2), pages 614-620, December.
8. **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 , XXIth Edition, 2020, „Dunarea de Jos” University of Galati, Faculty of Economics and Business Administration, ISSN-L 2067-0532; ISSN online 2344-5386, <https://doi.org/10.35219/rce2067053270>.
9. **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,disponibil:<https://stec.univovidius.ro/html/anale/RO/2021/Section%20I%20and%20J/6.pdf>
10. **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, disponibil: <https://stec.univ-ovidius.ro/html/anale/RO/2021/Section%20K/7.pdf>;
11. **Popa, Alexandra;Ionașcu, Alina Elena & Domolescu, Dana-Nicoleta(2021)**- „*Innovative Marketing Strategies for the Development of Tourism in Romania*”, „Ovidius” University Annals, Economic Sciences Series Volume XXI, Issue 2 /2021,disponibil: <https://stec.univ-ovidius.ro/html/anale/RO/2021-2/Section%20L/42.pdf>;
12. **Popa, Alexandra;Georgescu, Cristina-Elena&Trandafir, Raluca(2021)**-„*Students' Perception Regarding the Development of E-learning Activities in Higher Education*”, „Ovidius” University Annals, Economic Sciences Series Volume XXI, Issue 2 /2021, disponibil: <https://stec.univ-ovidius.ro/html/anale/RO/2021-2/Section%20M/39.pdf>;
13. **Neculai, Ana-Maria;Popa, Alexandra; Cima, Luiza-Mădălina(2022)**-„*Analyzing Consumer Behavior towards Purchasing Pharmaceutical Products Online*”, „Ovidius” University Annals, Economic Sciences Series Volume XXII, Issue 1 /2022, disponibil: <https://stec.univ-ovidius.ro/html/anale/RO/2022-2/Section%20N/25.pdf>;
14. **Popa, Alexandra; Spătariu, Elena-Cerasela; Gheorghiu, Gabriela(2022)**-„*Changes and Trends in Consumers` Behaviour and Online Purchasing: a Post-COVID-19 Analysis*”, „Ovidius” University Annals, Economic Sciences Series Volume XXII, Issue 1 /2022, disponibil: <https://stec.univ-ovidius.ro/html/anale/RO/2022-2/Section%20O/28.pdf>.
15. **Barbu, Corina-Aurora; Popa, Alexandra; Ionașcu, Alina-Elena(2022)**-„ *Managing Tourism Seasonality in European Countries*”, „Ovidius” University Annals, Economic Sciences Series Volume XXII, Issue 2 /2022, disponibil: <https://stec.univ-ovidius.ro/html/anale/RO/2022-issue2/Section%20P%20and%20Q/2.pdf>;
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17. **Ionașcu, Alina-Elena; Barbu, Corina-Aurora; Popa, Alexandra(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>;
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19. **Ionascu, A. E., Popa, A., & Zaharia, R. M. (2023).** *Level of Financial Education in South-Eastern Europe*. Ovidius University Annals, Economic Sciences Series, 23(1), 932-939.
20. **Barbu, C.A,Popa, A., & Zaharia, R.M.(2023).** *The Use of Digital Technologies in Tourism Management*, Ovidius University Annals, Economic Sciences Series, Ovidius University of Constantza, Faculty of Economic Sciences, vol. 0(2), pages 394-401, December.
21. **Popa, A., & Zaharia, R.M.&Barbu, C.A(2023).** *Human Resources Management in Tourism Industry*,Ovidius University Annals, Economic Sciences Series, Ovidius University of Constantza, Faculty of Economic Sciences, vol. 0(2), pages 535-543, December.
22. **Zaharia, R.M & Popa, A. & Barbu, C.A.(2024).** *Analysis of the School Abandonment Rate Among Secondary Education Pupils in Romania*, Ovidius University Annals, Economic Sciences Series, Ovidius University of Constantza, Faculty of Economic Sciences, vol. 0(1), pages 357-363, August.
23. **Zaharia, R.M& Barbu, C.A.&Popa, A.(2024).** *The Interconnection Between Team Role Dynamics and the Trajectory of Financial Performance: An Integrated Analysis in the Context of the Belbin Model*, Ovidius University Annals, Economic Sciences Series, Ovidius University of Constantza, Faculty of Economic Sciences, vol. 0(1), pages 566-573, August.
24. **Popa, A., Barbu, C. A., & Șerban-Comănescu, A. (2024).** *Integrating Artificial Intelligence into Companies' Marketing Strategies*. Ovidius University Annals, Economic Sciences Series, Vol. XXIV, Issue 2, pp. 425-433. Disponibil la: <https://stec.univ-ovidius.ro/html/anale/RO/2024i2/Section%204/12.pdf>.
25. **Popa, A., Barbu, C. A., & Ionașcu, A.-E. (2024).** *Sustainability as a Determinant Factor in the Purchasing Decision*. Ovidius University Annals, Economic Sciences Series, Vol. XXIV, Issue 2, pp. 416-424. Disponibil la: <https://stec.univ-ovidius.ro/html/anale/RO/2024i2/Section%204/11.pdf>.
26. **Barbu, C.-A., Popa, A., & Ionașcu, A.-E. (2025).** *Entrepreneurship in the Digital Age: Adaptation and Innovation*. Ovidius University Annals, Economic Sciences Series, Vol. 25, Issue 1, p. 287. Disponibil la: https://www.researchgate.net/publication/365874238_ENTREPRENEURSHIP_IN_THE_DIGITAL_AGE

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1. **Popa, A., & Barbu, C. A. (2025).** *Managementul strategiilor de marketing*. Editura Sitech, Craiova. ISBN 978-606-11-8919-9.