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## Lista de lucrări

### 10 publicații relevante

#### Cărți publicate la edituri naționale recunoscute

**Mustătea, M.** (2022). *Differentiation in digital print advertisements. A comparative perspective*. Editura Presa Universitară Clujeană. ISBN: 978-606-37-1441-2.

#### Capitole sau articole în volume colective, publicate la edituri naționale recunoscute

**Mustătea, M.** (2021). Eficiența și efectele publicității prin intermediul *social media influencerilor*. În D. Balaban, & J. Szambolics (Eds.) *Social media influencerii și rolul lor publicitar* (pp. 171-200), Tritonic, ISBN 978-606-749-538-6.

**Mustătea, M.** (2020). Struggling to Remain Unique. Pillars of Differentiation in Print Advertisements. În D. C. Balaban, I. Hosu, & A. Voina (Eds.), *Communication. It's About Platforms* (pp. 222-238). Cluj-Napoca: Accent, ISBN: 978-606-561-213-6.

**Mustătea, M., & Balaban, D. C.** (2019). News Sharing on Social Media Platforms. Theoretical Approaches. În I. Iancu, D. C. Balaban, & I. Hosu (Eds.), *Communication. Strategic perspectives* (pp. 66-80). Accent, ISBN: 978-606-561-198-6.

**Mustătea, M.** (2015). The Avatars of a Digitalized Generation: Barriers in Face-to-Face Communication. În *Empirical Perspectives on Communication (I)*, II, Cluj-Napoca: Accent, ISBN 978-606-561-127-6.

### Articole

#### Web of Science / ISI, Scopus, ERIH+

Balaban, D. C., & **Mustătea, M.** (2021). Privacy Concerns in Mobile Communication. A User's Perspective. *Philobiblon. Transylvanian Journal of Multidisciplinary Research in Humanities*, XXV(1), 101-114.



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## Lista de lucrări

### ERIH+

Mustățea, M., Igrışan, A. T. (2023). Exploring the Congruence Level of Music and Product Category. A Content Analysis on Global Musical Ads. *Journal of Media Research*, 16(2(46)), 46–61. <https://doi.org/10.24193/jmr.45.3>.

Bera, F., Mustățea, M. (2023). Model of Media Dependency: The Media's Influence on Romanians' COVID-19 Vaccination Decisions. *Styles of Communication*, 15(2), 65–87. <https://doi.org/10.31178/SC.15.2.04>.

Grivasă, O., Mustățea, M. (2023). Whom Do You Believe? Examining the Effects of Different Review Sources on Third Person Effect, Electronic Word of Mouth, and Purchase Intention. *Styles of Communication*, 15(2), 88–112, <https://doi.org/10.31178/SC.15.2.05>.

Mustățea, M., Gociman, D. (2022). Stripping down the Execution Process. Colors in Digital Print Ads as an Emotional Response Indicator. *Styles of Communication*, 14(2), 108–130. <https://doi.org/10.31178/SC.14.2.06>.

### Teza de doctorat:

Coordonator: Prof. univ. dr. habil. Delia Cristina Balaban

Titlul tezei: Differentiation in digital print advertisements.

A comparative perspective

Anul susținerii: 2020

### Alte publicații relevante

#### Cărți coordonate publicate la edituri naționale recunoscute


Culic, I. L., Iancu, I. R., Pavelea A., Țîrlea, A., Mustățea, M., & Hosu, I. (2017). *Advertising and Public Relations in the Smart Era*, Cluj-Napoca: Accent, ISBN 978-606-561-173-3.

Culic, I. L., Mustățea, M., & Iancu, I. R. (2015). *Social Puzzle – Communicational Viewpoints, vol. 2*, Cluj-Napoca: Accent, ISBN 978-606-561-195-5.



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## Lista de lucrări

### Articole ISI proceedings, Scopus, ERIH+

Balaban, D. C., Iancu, I., **Mustățea, M.**, Pavelea, A., & Culic, L. (2021). What Determines Young People to Follow Influencers? The Role of Perceived Information Quality and Trustworthiness on Users' Following Intentions. *Romanian Journal of Communication and Public Relations*, 22(3 (51)), 5–19. <https://doi.org/10.21018/rjcpr.2020.3.306>, ISSN: 1454–8100, E-ISSN: 2344–5440.

Balaban, D. C., & **Mustățea, M.** (2019). Users' Perspective on the Credibility of Social Media Influencers in Romania and Germany. *Romanian Journal of Communication and Public Relations*, 21(1(46)), 31–46. <https://doi.org/10.21018/rjcpr.2019.1.269>, ISSN: 1454–8100, E-ISSN: 2344–5440.

### Articole indexate în baze de date internaționale (BDI)

Balaban, D. C., Constantinescu, S. A., & **Mustățea, M.** (2018). "Social Media Networks Unveiled. Mapping the Romanian and German Youth". *Journal of Media Research*, 11(3(32)), 35–44.

Balaban, D. C., Constantinescu S.A. & **Mustățea, M.** (2018). "Credibility and freedom of choice in social media in relation with traditional media". *Journal Of Media Research*,

**Mustățea, M.** (2018). „The Golden Book of Romanian Public Relations – Book Review”. *Journal of Media Research*, 11(2 (31)), 112–114, ISSN: 1844–8887, E-ISSN: 2559–1983. <https://doi.org/10.24193/jmr.32.3>, ISSN: 1844–8887, E-ISSN: 2559–1983.

Balaban, D. C., Constantinescu, S. A., Culic, L., **Mustățea, M.** & Pavelea, A. (2019). „The Role of the Perceived Quality of Information and of the Risk – taking Propensity for News Sharing on Facebook.” *Journal of Media Research*, 12(3 (35)), 18–28. <https://doi.org/10.24193/jmr.35.2>, ISSN 1844–8887, E- ISSN 2559–1983.



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## Lista de lucrări

**Mustățea, M.** (2016). „The Student’s Socio-Professional Universe and the Profile of the Opinion Leaders”. *Journal of Media Research*, 9(3 (26)), 96–114, ISSN: 1844-8887, E-ISSN: 2559-1983.

Iancu, I. R., & **Mustățea, M.** (2014). „Cultural Imperialism. Tool for the Dissolution of the Belongingness Feeling”. *Journal of Media Research*, 7(1/2), 8, ISSN: 1844-8887, E-ISSN: 2559-1983.