

Lista publicațiilor

Postul scos la concurs:

Lector universitar, Facultatea de Științe Economice și Gestiunea Afacerilor, Departamentul de Marketing, poziția 19 în statul de funcții

Candidat:

Dr. Brîndușa Mariana Bejan

A. Lista lucrărilor considerate a fi cele mai relevante pentru realizările profesionale proprii

1. **Bejan, B.M.** 2023. The Role of Self-Esteem in the Buying Decision Process. A Theoretical Approach. *Studia Negotia*, Issue 1/2023, pp. 67-80. ISSN: 1224-8738, eISSN: 2065-9636. DOI: [10.24193/subbnegotia.2023.1.04](https://doi.org/10.24193/subbnegotia.2023.1.04).
2. **Bejan, B.M.** 2023. How Does Self-Esteem Impact Generation Z's Behavioral Intentions? *Ecoforum*, 12(1(2023)). ISSN: 2344-2174.
3. **Bejan, B.M.** 2023. The Mediating Role of Behavioral Attitudes in the Relationship between Self-esteem and Behavioral Intentions. Applications of the Theory of Planned Behaviour. *Annals of the „Constantin Brâncuși” University of Târgu Jiu, Economy Series*, Issue 2/2023, pp. 79-86. ISSN 2344 – 3685/ISSN-L 1844 – 7007.
4. **Bejan, B.M.** 2023. The impact of digital self-development among Generation Z. A theoretical approach. *Annals of “Dunarea de Jos” University of Galati Fascicle I. Economics and Applied Informatics*, No. 1/2023. ISSN-L 1584-0409 ISSN-Online 2344-441X. DOI: [10.35219/eai15840409319](https://doi.org/10.35219/eai15840409319).
5. Dabija, D.C., **Bejan, B.M.**, Pușcaș, C., 2020. A Qualitative Approach to the Sustainable Orientation of Generation Z in Retail: The Case of Romania. *Journal of Risk and Financial Management*, 13(7), 152. eISSN: 1911-8074. <https://doi.org/10.3390/jrfm13070152>; WOS: 000557162000001.

6. Dabija, D.C., **Bejan, B.**, Dinu, V. 2019. How Sustainability Oriented is Generation Z in Retail? A Literature Review. *Transformations in Business & Economics*, 18(2(47)), pp.140-155, ISSN 1648-4460, e-ISSN 2336-5604; <http://www.transformations.knf.vu.lt/47> WOS: 000470036100008. AIS 2019: Q3 Economics (0,07); SRI 2019: 0,114.
7. **Bejan, B.M.** 2019. Self-Esteem Measurement – A Critical Review. *Global Journal of Emerging Trends in e-Business, Marketing and Consumer Psychology (GJETeMCP) – An Online International Research Journal*, 5(1), 630-641. ISSN: 2311-3170.
8. Dabija, D.C., **Bejan, B.**, Grant, D. 2018. The Impact of Consumer Green Behaviour on Green Loyalty among Retail Formats: A Romanian Case Study. *Moravian Geographical Reports*, 26(3), pp.173-185, e-ISSN: 1210-8812. <http://dx.doi.org/10.2478/mgr-2018-0014>; WOS:000447675100003 AIS 2019: Q3 Geography (0,354); SRI 2019: 0,634.
9. Dabija, D.C., **Bejan, B.**, Tipi, N., 2018. Generation X versus Millennials communication behavior on social media when purchasing food versus tourist services. *Ekonomie a Management (E&M) / Economics and Management*, 21(1), pp.191-205, ISSN 1212-3609, e-ISSN 2336-5604; DOI: dx.doi.org/10.15240/tul/001/2018-1-013. WOS:000429786100013.
10. Dabija, D.C., **Bejan, B.M.** 2018. Green DIY Store Choice among socially responsible consumer generations. *International Journal of Corporate Social Responsibility*, 3(13), pp.1-12. SpringerLink, ISSN: 2366-0074. DOI: <https://doi.org/10.1186/s40991-018-0037-0>.

B. Teza de doctorat

Titlul tezei: Studiu privind influența respectului de sine asupra intenției de cumpărare

Coordonator științific: Prof. univ. dr. Ioan PLĂIAȘ

Domeniul: Marketing

Data susținerii publice: 18 decembrie 2020

C. Brevete de invenție și alte titluri de proprietate industrială -

D. Cărți și capitole în cărți

1. Dabija, D.C., **Bejan, B. M.** 2019. A Cross-Generational Perspective on Green Loyalty in Romanian Retail. In: Văduva, S.A., Fotea, I.S., Thomas, A.R. (Eds.). *Civil Society: The Engine for Economic and Social Well-Being. The 2017 Griffiths School of Management Annual Conference*. Emanuel University, Oradea, Romania. <http://www.gsmac.ro/about-gsmac-2017.html>

E. Articole/studii, publicate în reviste din fluxul științific internațional principal

Articole publicate în reviste indexate ISI:

1. Dabija, D.C., **Bejan, B.M.**, Pușcaș, C., 2020. A Qualitative Approach to the Sustainable Orientation of Generation Z in Retail: The Case of Romania. *Journal of Risk and Financial Management*, 13(7), 152. eISSN: 1911-8074. <https://doi.org/10.3390/jrfm13070152>; WOS: 000557162000001.
2. Dabija, D.C., **Bejan, B.**, Dinu, V. 2019. How Sustainability Oriented is Generation Z in Retail? A Literature Review. *Transformations in Business & Economics*, 18(2(47)), pp.140-155, ISSN 1648-4460, e-ISSN 2336-5604; <http://www.transformations.knf.vu.lt/47> WOS: 000470036100008. AIS 2019: Q3 Economics (0,07); SRI 2019: 0,114.
3. Dabija, D.C., **Bejan, B.M.** 2018. Green DIY Store Choice among socially responsible consumer generations. *International Journal of Corporate Social Responsibility*, 3(13), pp.1-12. SpringerLink, ISSN: 2366-0074. <https://doi.org/10.1186/s40991-018-0037-0>; <https://jcsr.springeropen.com/articles/10.1186/s40991-018-0037-0>;
4. Dabija, D.C., **Bejan, B.**, Grant, D. 2018. The Impact of Consumer Green Behaviour on Green Loyalty among Retail Formats: A Romanian Case Study. *Moravian Geographical Reports*, 26(3), pp.173-185, e-ISSN: 1210-8812. <http://dx.doi.org/10.2478/mgr-2018-0014>; WOS:000447675100003 AIS 2019: Q3 Geography (0,354); SRI 2019: 0,634.
5. Dabija, D.C., **Bejan, B.**, Tipi, N., 2018. Generation X versus Millennials communication behavior on social media when purchasing food versus tourist services. *Ekonomie a Management (E&M) / Economics and Management*, 21(1), pp.191-205, ISSN 1212-3609, e-ISSN 2336-5604; DOI: dx.doi.org/10.15240/tul/001/2018-1-013. WOS:000429786100013

6. **Bejan, Brîndușa**, 2017. Book review: Peace Marketing. *Amfiteatru Economic*, 19(45), pp. 600 – 611. ISSN: 1582-9146. WOS: 000402483200018 AIS 2019: 0,060, SRI 2019: 0,117

Articole publicate în reviste indexate în baze de date internaționale:

1. **Bejan, B.M.** 2023. The Role of Self-Esteem in the Buying Decision Process. A Theoretical Approach. *Studia Negotia*, Issue 1/2023, pp. 67-80. ISSN: 1224-8738, eISSN: 2065-9636. DOI: [10.24193/subbnegotia.2023.1.04](https://doi.org/10.24193/subbnegotia.2023.1.04)
2. **Bejan, B.M.** 2023. How Does Self-Esteem Impact Generation Z's Behavioral Intentions? *Ecoforum*, 12(1(2023)). ISSN: 2344-2174.
3. **Bejan, B.M.** 2023. The Mediating Role of Behavioral Attitudes in the Relationship between Self-esteem and Behavioral Intentions. Applications of the Theory of Planned Behaviour. *Annals of the „Constantin Brâncuși” University of Târgu Jiu, Economy Series*, Issue 2/2023, pp. 79-86. ISSN 2344 – 3685/ISSN-L 1844 – 7007.
4. **Bejan, B.M.** 2023. The impact of digital self-development among Generation Z. A theoretical approach. *Annals of “Dunarea de Jos” University of Galati Fascicle I. Economics and Applied Informatics*, No. 1/2023. ISSN-L 1584-0409 ISSN-Online 2344-441X. DOI: 10.35219/eai15840409319.
5. Remete, A.; Bacali, L.; Pop, C.M.; **Bejan, B.M.**; Bogdan, M.; Picoș, A. 2023. Dental services – To fear or not to fear? The effect of music on pain perceptions. *Management & Marketing*, volume XXI, Issue 1/2023, pp. 94-109. DOI: 10.52846/MNMK.21.1.06
6. **Bejan, B.M.** 2019. Self-Esteem Measurement – A Critical Review. *Global Journal of Emerging Trends in e-Business, Marketing and Consumer Psychology (GJETeMCP) – An Online International Research Journal*, 5(1), 630-641. ISSN: 2311-3170.

F. Publicații in extenso, apărute în lucrări ale principalelor conferințe internaționale de specialitate

1. Dabija, D.C., **Bejan, B.M.** 2019. Sustainable Strategies of International Retailers in Attracting Young Consumers (Generation Z). In: Pleșea, D., Vasiliu, C., Pamfilie, R., Dinu, V., Tăchiciu, L. and Olaru, M. (Eds.) *Fifth BASIQ International Conference on New Trends in Sustainable Business and Consumption*. Bari, Italy, 30 May-1 June 2019. Bucharest: Editura ASE. pp.611-619. ISSN 2457-483X, ISSN-L 2457-483X. WOS: xxxxx

2. Dabija, D.C., **Bejan, B.M.** 2018. Sustainability reporting of grocery retailers on an emerging market. In: Pleșea, D., Vasiliu, C., Murswieck, A., Pamfilie, R., Dinu, V., Tăchiciu, L. and Olaru, M. (Eds.) *Fourth BASIQ International Conference on New Trends in Sustainable Business and Consumption*. Heidelberg, Germany, 11-13 June 2018. Bucharest: Editura ASE. pp.611-619. ISSN 2457-483X, ISSN-L 2457-483X. WOS: 000462608500076.
3. Dabija, D.C., **Bejan, B.M.** 2017. Behavioral Antecedents for Enhancing Green Customer Loyalty in Retail. In: Pamfilie, R., Dinu, V., Tăchiciu, L., Pleșea, D., Vasiliu, C. (Eds.). *BASIQ International Conference: New Trends in Sustainable Business and Consumption*. Vol. 1. Bucharest: Editura ASE. pp.183-191. The Association for Innovation and Quality in Sustainable Business ISSN/ISSN-L 2457-483X, WOS: 000426833400020. www.conference.ase.ro.

G. Alte lucrări și contribuții științifice

1. Dabija, Dan Cristian, **Bejan, Brîndușa**, Bălgărădean, Cristina, (2017). Practici de sustenabilitate în retailul modern. Working paper realizat pe proiectul de cercetare **PNII-RU-TE-2014-4-0312**

Cluj-Napoca

6 Iunie 2023

Candidat

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