

LISTA DE LUCRĂRI

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A. LISTA CELOR 10 LUCRĂRI CONSIDERATE RELEVANTE

Articole publicate în reviste indexate ISI cu scor absolut de influență (AIS) nenul - CORE ECONOMICS/INFO ECONOMICS (2)

- Epuran, Gh., Dovleac, L., Ivasciuc, I.S., Tescașiu, B. (2015). „Sustainability and organic growth marketing: an exploratory approach on valorisation of durable development principles in tourism”, *Amfiteatru Economic*, 17(40), pp. 927-937.
- Brătucu, G., Constantin, C.P., Chițu, I.B., Grădinaru, E., Dovleac, L. (2019) „Approaching the bioeconomy in terms of increasing the energy efficiency of households in Romania”. *Amfiteatru Economic*, 21(50), pp. 90-104.

Articole publicate în reviste indexate ISI cu scor absolut de influență (AIS) nenul - SOCIAL SCIENCES + SCIENCES (2)

- Duguleană, L., Bălășescu, M., Duguleană, C., Bălășescu, S., Neacșu, N.A., Dovleac, L. (2018). “Dynamic analysis of European organic agricultural areas in the context of sustainable development”, *Outlook on Agriculture*, 47(1) pp: 27-35.
- Maican, C.I., Cazan, A.M., Lixândroi, R.C., Dovleac, L. (2019). “A study on academic staff personality and technology acceptance: The case of communication and collaboration applications”. *Computers & Education*, 128, pp: 113-131.

Lucrări publicate în reviste de specialitate (3)

- Bălășescu, M., Dovleac, L. (2017). „The interest of Romanian consumers in using QR codes in restaurants and pubs.” *Buletinul Universității Transilvania din Brașov, seria V Științe Economice*, Vol. 10 (59) No. 1, ISSN 2065-2194, pp. 9-14.
- Dovleac, L. (2015). „The role of new communication technologies in companies' sustainability”, *Buletinul Universității Transilvania din Brașov, seria V Științe Economice*, Vol. 8 (57) No. 1, ISSN 2065-2194, pp. 33-40.

- Dovleac, L. (2015). „Innovation and new technologies – pillars for a business sustainable development”, *Buletinul Universității Transilvania din Brașov, seria V Științe Economice*, Vol. 8 (57) No. 2, ISSN 2065-2194, pp. 385-390.

Lucrări publicate în volumele conferințelor de specialitate (3)

- Tache, I., Dovleac, L. (2017). “Tackling cyber attacks in the European Union”. Conferința Internațională “Defense Resources Management in the 21th century” (DRESMARA), 19-20 noiembrie, Brașov, România.
- Tache, I., Brătucu, G., Dovleac, L., Chițu, I. (2017). “Solutions for improving the relationship between higher education institutions and business environment from the Romanian economist students’ perspective.” International Conference on Applied Business & Economics (ICABE), 28-30 septembrie, Sofia, Bulgaria, ISSN 1108-2976.
- Dovleac, L. (2014). „A new approach of consumer behaviour regarding high-tech products in knowledge-based society”, 5th International Conference (LUMEN), Transdisciplinarity and Communicative Action, 21-22 noiembrie, Târgoviște, România, ISBN 978-88-7587-713-2, pp.269-274.

B. Teza de doctorat (2011)

Marketingul produselor de înaltă tehnologie.

C. Monografii

- Dovleac, L. (2017). *Marketingul Inovației (ediție revizuită)*, Editura Universitară, București, ISBN 606-28-0647-7, nr.pag: 122.
- Dovleac, L., Bălășescu M. (2012). *Marketingul Inovației*, Editura Universității Transilvania din Brașov, ISBN 978-606-19-0033-6, nr.pag: 200.

D. Articole publicate în reviste din fluxul științific internațional principal

- Brătucu, G., Constantin, C.P., Chițu, I.B., Grădinaru, E., Dovleac, L. (2019) „Approaching the bioeconomy in terms of increasing the energy efficiency of households in Romania”. *Amfiteatru Economic*, 21(50), pp. 90-104.

- Maican, C.I., Cazan, A.M., Lixăndroiu, R.C., **Dovleac, L.** (2019). "A study on academic staff personality and technology acceptance: The case of communication and collaboration applications". *Computers & Education*, 128, pp: 113-131.
- Duguleană, L., Bălăşescu, M., Duguleană, C., Bălăşescu, S., Neacşu, N.A., **Dovleac, L.** (2018). "Dynamic analysis of European organic agricultural areas in the context of sustainable development", *Outlook on Agriculture*, 47(1) pp: 27-35.
- Epuran, Gh., **Dovleac, L.**, Ivasciuc, I.S., Tescaşiu, B. (2015). „Sustainability and organic growth marketing: an exploratory approach on valorisation of durable development principles in tourism", *Amfiteatru Economic*, 17(40), pp. 927-937.
- **Dovleac, L.**, Brătucu, T.O., Brătucu, G., Chiţu, I.B. (2018). "Essential values of subjective well-being for the development of a sustainable society. Romanian experience." *Journal of Smart Economic Growth*, 3 (2), ISSN: 2537-141X, pp.1-6.
- Brătucu, T.O., Brătucu, G., Chiţu, I.B., **Dovleac, L.** (2018). "Influence of students mentality towards gender on the development of Romanian women's career". *Journal of Smart Economic Growth*, 3 (2), ISSN: 2537-141X, pp.7-12.
- Tofan, M., Brătucu, G., Chiţu, I.B., **Dovleac, L.** (2018). "Romania's breast cancer and healthcare education". *Journal of Smart Economic Growth*, 3 (2), ISSN: 2537-141X, pp.13-19.
- Brătucu, G., Chiţu, I.B., **Dovleac, L.**, Ştefan, M. (2017). "The influence of education and internet access on health status in European Union", *Journal of Smart Economic Growth*, 2 (4), ISSN: 2537-141X, pp.1-12.
- Bălăşescu, M., **Dovleac, L.** (2017). „The interest of Romanian consumers in using QR codes in restaurants and pubs." *Buletinul Universităţii Transilvania din Braşov, seria V Ştiinţe Economice*, Vol. 10 (59) No. 1, ISSN 2065-2194, pp. 9-14.
- Tache, I., Brătucu, G., Chiţu, I.B., **Dovleac, L.** (2017). "Improving the relationship between higher education institutions and business environment in South-Eastern Europe: A case study". *International Journal of Economics and Business Administration*, Vol. V, Issue 2, pp. 3-13.
- **Dovleac, L.** (2015). „The role of new communication technologies in companies' sustainability", *Buletinul Universităţii Transilvania din Braşov, seria V Ştiinţe Economice*, Vol. 8 (57) No. 1, ISSN 2065-2194, pp. 33-40.
- **Dovleac, L.** (2015). „Innovation and new technologies – pillars for a business sustainable development", *Buletinul Universităţii Transilvania din Braşov, seria V Ştiinţe Economice*, Vol. 8 (57) No. 2, ISSN 2065-2194, pp. 385-390

- Enache I.C., **Dovleac, L.** (2015). "The innovation degree as a decisive factor in promoting new products. Comparative study comparative study: Romania – Poland", *Romanian Journal of Marketing*, nr.3/2015, ISSN 1842-2454, pp. 70-80.
- **Dovleac L.**, Bălăşescu M., Bălăşescu S. (2015). „The perceptions of Romanian young entrepreneurs regarding the challenges of an innovative business environment”, *Management & Marketing*(Craiova), ISSN 1841-2416, pp.78-91.
- Bălăşescu S., **Dovleac, L.** (2013). „The Implications of innovation process on the marketing of high-technology products”, *Analele Universităţii „Constantin Brâncuşi” din Târgu Jiu, Seria Ştiinţe Economice*, nr. 6/2013, ISSN 2344 – 3685/ISSN-L 1844 – 7007, pp. 271-277.
- **Dovleac, L.**, Bălăşescu M. (2013). „Effective solutions for promoting high – technology products”, *Revista Economica*, vol. 65, nr.5/2013, ISSN: 1582-6260, pp. 87-101.
- **Dovleac L.**, Bălăşescu M. (2013). „Particularities of marketing decisions for innovative companies from high-tech industries”, *Revista de Management & Marketing*, vol. XI, nr.1/2013, ISSN: 1841 – 2416, pp. 157-172.

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

- Tache, I., **Dovleac, L.** (2017). "Tackling cyber attacks in the European Union". Conferința Internațională "Defense Resources Management in the 21th century" (DRESMARA), 19-20 noiembrie, Braşov, România.
- Tache, I., Brătucu, G., **Dovleac, L.**, Chițu, I. (2017). "Solutions for improving the relationship between higher education institutions and business environment from the Romanian economist students' perspective." International Conference on Applied Business & Economics (ICABE), 28-30 septembrie, Sofia, Bulgaria, ISSN 1108-2976.
- **Dovleac, L.**, Epuran, Gh., Micu, A.E. (2015). „The influence of sustainable development principles on shaping the companies marketing policy". International Conference "Risk in Contemporary Economy", XVIth Edition, 2015, Galați, Romania, ISSN-L 2067-0532, ISSN online 2344-5386, pp. 560-565.

- **Dovleac, L.** (2014). „A new approach of consumer behaviour regarding high-tech products in knowledge-based society”, 5th International Conference (LUMEN), Transdisciplinarity and Communicative Action, 21-22 noiembrie, Târgoviște, România, ISBN 978-88-7587-713-2, pp.269-274.
- **Dovleac, L, Tache I.** (2013). “Impact of Eastern Partnership on the economic development of Georgia and Ukraine”, Conferința Internațională EURINT “The EU as a model of soft power in the eastern neighborhood”, Iași 2013, Editura Universității Alexandru Ioan Cuza Iași, ISBN 978-973-703-892-0, pp. 407 -422.
- **Dovleac, L., Bălășescu M., Bălășescu S., Anton C.** (2011). „The dimensions of Romanian consumers’ interest in adopting high-tech products”, Simpozionul Internațional ISAEBD 2011, China 2011, Seria: Communications in Computer and Information Science, vol. 211, ISBN 978-3-642-23061-5, pp. 154-160.

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