

## Lista lucrărilor științifice

### A. Cărți și capitole în cărți publicate în ultimii 10 ani

- cărți

1. Gică O.A., *Procesul managementului strategic in intreprinderile mici si mijlocii*, Presa Universitara Clujeană, Cluj-Napoca, 2015, ISBN 978-973-595-863-3

2. Negrușă A. L., Petrescu D. C., Gică O.A., Bota M., Rus R.V., *Perspective asupra clusterelor, inovării și bunelor practici din domeniul științelor vieții*, Risoprint , Cluj-Napoca, 2013, ISBN 978-973-53-1047-9

- capitole cărți

1. Savan, E. E., Gică O.A., Sofică, A. (2022). Retail Demand Forecasting for Small-Medium Enterprises During COVID-19 Pandemic: Case Studies Based on Romanian Convenience Stores. In: Fotea, S.L., Fotea, I.Ș., Văduva, S. (eds) *Navigating Through the Crisis – A special Issue on the Covid 19 Crises*. GSMAC 2020. Springer Proceedings in Business and Economics. Springer, Cham. [https://doi.org/10.1007/978-3-030-82755-7\\_7](https://doi.org/10.1007/978-3-030-82755-7_7)

2. Moisescu, O. I., Gică O.A., Coroș, M. M. (2020). The impact of tourism education on tourism destination performance and sustainability. In *Overtourism and Tourism Education* (pp. 115-132). Routledge, ISBN: 978-0-367-46884-2

3. Moisescu, O. I., Coroș, M. M., Gică O.A., & Yallop, A. C. (2018). Green strategic trends in the Romanian music festival industry. In *Green Events and Green Tourism* (pp. 81-92). Routledge, ISBN: 978-1-138-33475-5, <https://www-webofscience-com.am.e-nformation.ro/wos/woscc/full-record/WOS:000462634500009>

### B. Lucrări indexate ISI/BDI publicate în ultimii 10 ani

- Lucrări indexate WOS

1. Yallop, A.C., Gică, O.A., Moisescu, O.I., Coroș, M.M. and Séraphin, H. (2023), The digital traveller: implications for data ethics and data governance in tourism and hospitality, *Journal of Consumer Marketing*, Vol. 40 No. 2, pp. 155-170, <https://doi.org/10.1108/JCM-12-2020-4278>, WOS:000693663500001

2. Moisescu, O. I., Gică, O. A., Herle, F.A. (2022). Boosting eWOM through Social Media Brand Page Engagement: The Mediating Role of Self-Brand Connection, *Behavioral Sciences*, 12(11), 411, <https://doi.org/10.3390/bs12110411>, WOS:000880910900001

3. Moisescu, O. I., Dan, I., Gică, O. A. (2022). An examination of personality traits as predictors of electronic word-of-mouth diffusion in social networking sites. *Journal of Consumer Behaviour*, 21(3), pp. 450-467, <https://doi.org/10.1002/cb.1970>, WOS:000798513900003

4. Gică O.A., Coroș, M. M., Moisescu, O. I., Yallop, A. C. (2021). Transformative rural tourism strategies as tools for sustainable development in Transylvania, Romania: a case study of Sâncraiu. *Worldwide Hospitality and Tourism Themes*, 13(1), pp.124-138, <https://doi.org/10.1108/WHATT-08-2020-0088>, WOS:000639945900001

5. **Moisescu, O. I., Gică O.A.** (2020). The Impact of Environmental and Social Responsibility on Customer Loyalty: A Multigroup Analysis among Generations X and Y. *International Journal of Environmental Research and Public Health*, 17(18), 6466, <https://doi.org/10.3390/ijerph17186466>, WOS:000580408800001

6. **Moisescu, O. I., Gică O.A., Müller, V. O., & Müller, C. A.** (2020). Can corporate fairness towards public authorities enhance customer loyalty? A multi-Sectorial investigation in a developing country. *Sustainability*, 12(1), 187, <https://doi.org/10.3390/su12010187>, WOS:000521955600187

7. **Moisescu, O. I., Gică O.A., Coroş, M. M., Yallop, A. C.** (2019). The UNTOLD story: Event tourism's negative impact on residents' community life and well-being, *Worldwide Hospitality and Tourism Themes*, 11 (5), pp. 492-505, <http://doi.org/10.1108/WHATT-06-2019-0036>, WOS:000490156100003

8. **Coroş, M. M, Gică O. A., Yallop, A C., & Moisescu, O. I.** (2017). Innovative and sustainable tourism strategies: A viable alternative for Romania's economic development. *Worldwide Hospitality and Tourism Themes*, 9 (5), pp.504-515, <https://doi.org/10.1108/WHATT-07-2017-0033>, WOS:000414749700003

9. **Moisescu, O. I., Gică O.A.**, (2017). *The moderating influence of consumer demographics on the relationship between perceived CSR and brand loyalty in the Romanian retail banking sector*, E & M Economie a Management, 20 (4), pp. 187-202, ISSN: 1212-3609, <https://dx.doi.org/10.15240/tul/001/2017-4-013>, WOS:000419822200013

10. **Moisescu, O. I., Gică O.A.**, (2014). *The Impact of Service Quality on Customer Behavioral Loyalty in the Case of Travel Agencies from Romania*, AMFITEATRU ECONOMIC, 16, (8), pp.1191 - 1204, WOS:000344543900012

- **Articole BDI**

1. **Gică, O. A., Oláh, O. I., & Butoi, E.** (2022). The Impact of Pandemic on Youth Travel Preferences—An International Perspective, *Studia Universitatis Babeş-Bolyai, Negotia*, 67(3), pp. 27-48, DOI: 10.24193/subbnegotia.2022.3

2. **Gică, O. A., Balint, C. I., & Butoi, E.** (2022). An Entrepreneurial Perspective on How The Pandemic Affected The RomaniaN SMEs., *Studia Universitatis Babeş-Bolyai, Negotia*, 67(4), pp.45-63, DOI:10.24193/subbnegotia.2022.4.03

3. **Butoi, E., Gică, O. A., & Bessel, Z.** (2022). The Students'perception Of The Online Teaching-Learning During Covid-19 Pandemic, *Studia Universitatis Babeş-Bolyai, Negotia*, 67(3), pp.69-84, DOI:10.24193/subbnegotia.2022.3.04

4. **Moisescu, O.I., Gică, O.A., Dorobantu, M.C.** (2021). Exploring the Drivers of Visitor Loyalty in the Context of Outdoor Adventure Parks: The Case of Arsenal Park in Romania, *International Journal of Environmental Research and Public Health*, 18(19), 10033, <https://doi.org/10.3390/ijerph181910033>, WOS: 000709563700001

5. **Bode, O. R., Săvan, E. E., Gică O.A.** (2020). The impact of tourism on economic development—a cross-country perspective, *Studia Universitatis Babeş-Bolyai, Negotia*, 65(1), pp. 27 - 46, <DOI:10.24193/subbnegotia.2020.1.02>

6. **Mustuc, M., Săvan, E. E., Gică O.A.** (2020). An investigation of some determinants of entrepreneurial intentions of students, *Studia Universitatis Babeș-Bolyai, Negotia*, 65(4), pp.69-90, DOI: 10.24193/subbnegotia.2020.4.04

7. **Gică O.A., Dobrovolska A.** (2017), Entrepreneurial orientation of students, *Studia Universitatis Babeș-Bolyai, Negotia*, 62 (1), pp. 45-62, <https://doi.org/10.24193/subbnegotia.2017.1.03>

8. **Gică O.A. Balint C. I.**, (2016) Tourism Globalization. The case of Romania, *Studia Universitatis Babeș-Bolyai, Negotia*, 61(1), p.45-62

9. **Moisescu, O. I., Gică O.A.** (2015) Practices and Perceptions Regarding Online Promotion in the Hospitality Industry: The Case of Guesthouses from Romania, *Revista de Turism – Studii și cercetări în turism*, Nr. 19, p.23-28,

### **C. Lucrări publicate în ultimii 10 anii în reviste și volume de conferințe cu referenți (neindexate)**

#### **- Selecție cu maximum 20 lucrări în volume de conferințe**

1. **Moisescu, O. I., Gică O.A., Torok I.** (2024). What Drives Travel Influencers' Impact on Tourism Destination Choices? A Cross-Generational Investigation Among Generations Y and Z, *THE INC: Technology Enabled Competitiveness and Experiences in Tourism Hospitality and Events*, 5-7 Iunie 2024, Ed. ATHENA - Association of Tourism Hospitality and Events Networks in Academia, pp: 104 - 105, ISBN: 9789090381466

2. **Moisescu, O. I., Gică O.A., Yallop A.** (2024). Evaluating the social license for datasharing in tourism and hospitality: An examination of consumers' perspectives, *THE INC: Technology Enabled Competitiveness and Experiences in Tourism Hospitality and Events*, 5-7 Iunie 2024, Ed. ATHENA - Association of Tourism Hospitality and Events Networks in Academia, pp: 41-42, ISBN: 9789090381466

3. **Gică O.A., Toader V., Moisescu, O. I.**, (2023). The Influence of Entrepreneurial Traits of Rural Tourism Entrepreneurs on Business Start-Up Motivations, *Business Education for a Better World*, International Conference Globalization and Higher Education in Economics and Business Administration (GEBA 2021)-XIIIth Ed., Editura Universității „Alexandru Ioan Cuza” Iași, pg. 90 - 101, ISBN: 978-606-714-742-1

4. **Moisescu, O. I., Gică O.A.** (2023). Boosting Employee Loyalty in the Hospitality Industry via Corporate Social Responsibility, *Proceedings of the Conference on Managing Tourism Across Continents*, 4th Edition, 15 - 18 Mar 2023, Istanbul, Turkey, Ed. University of South Florida M3 Publishing, pg. 28, ISSN: 2834-4731,

5. **Moisescu, O. I., Gică O.A., Radomir L., Mihalca L. I.** (2023). A Cross-National Study on the Impact of CSR on Employee Loyalty: Contrasting a Developing and a Developed Country, *Proceedings of the European Marketing Academy. EMAC 2023 Regional Conference*, 27-29 Sep 2023, Athens, Greece, Editură: EMAC, pg.1, ISSN: 2709-1589

6. **Moisescu, O. I., Gică O.A., Radomir L., Mihalca L. I.** (2023). Boosting Employee Loyalty via CSR: A Cross-National and Cross-Generational Comparison, *Proceedings of the 20th International Conference on Corporate Social Responsibility*, 13-16 Sep 2023, Madrid, Spain, Ed. SRRNet, ISSN: 2048-0806,

7. **Coroş M. M., Gică O.A.** (2016), *Sustainable Tourism a Viable Alternative for Romania's Economic Development*, Romanian Rural Tourism in the Context of Sustainable Development. Present and Prospects, Performantica, Editors: Păduraru, T.; Tacu, G., p. 7-23
8. **Gică O.A, Coroş M. M.** (2016), *A Comparative Analysis of Two Rural Destinations from the Perspective of Sustainable Tourism*, International Conference ENTREPRENEURSHIP IN THE HOSPITALITY INDUSTRY, Risoprint, Editor: Smaranda Cosma, Adina Negruşa , Marius Bota, Valentin Toader, Cristina Fleseriu, p. 185-198
9. **Gică O.A, Toader V., Moisescu O. I.** (2015), *An Investigation of Entrepreneurial Traits of Rural Tourism Entrepreneurs*, International Scientific Symposium, Information Society and Sustainable Development, 2nd Ed., Academia Brâncuşi House Publisher, p. 15-15
10. **Gică O.A, Balint C. I.** (2015), *Evaluation of Tourism Globalization-the Romanian Case*, International Scientific Symposium, Information Society and Sustainable Development, 2nd Ed., Academia Brâncuşi House Publisher, p. 30-30

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