

Nume Prenume: Gică Oana Adriana
Gradul didactic: conferențiar universitar
Instituția unde este titular: Universitatea Babeș-Bolyai
Facultatea: Business
Departamentul: Servicii de ospitalitate

L I S T A

lucrărilor științifice în domeniul disciplinelor din postul didactic

A. Teza de doctorat

Procesul managementului strategic în întreprinderile mici și mijlocii

B. 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

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>

C. 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., Coroş, 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

- **Articole BDI**

1. **Borş, D. M., & Gică O. A.** (2024). Young Female Entrepreneurial Orientation in a Context of Crisis. The Case of a Developing Country. *Oradea Journal of Business and Economics*, 9(1), pp. 72 - 86. <http://doi.org/10.47535/1991ojbe183>.

2. Gică, O. A., Oláh, O. I., & Butoi, E. (2022). The Impact of Pandemic on Youth Travel Preferences–An International Perspective, *Studia Universitatis Babes-Bolyai, Negotia*, 67(3), pp. 27-48, DOI: 10.24193/subbnegotia.2022.3
3. Gică, O. A., Balint, C. I., & Butoi, E. (2022). An Entrepreneurial Perspective on How The Pandemic Affected The RomaniaN SMEs., *Studia Universitatis Babes-Bolyai, Negotia*, 67(4), pp.45-63, DOI:10.24193/subbnegotia.2022.4.03
4. Butoi, E., Gică, O. A., & Bessel, Z. (2022). The Students'perception Of The Online Teaching-Learning During Covid-19 Pandemic, *Studia Universitatis Babes-Bolyai, Negotia*, 67(3), pp.69-84, DOI:10.24193/subbnegotia.2022.3.04
5. 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
6. Bode, O. R., Săvan, E. E., Gică O.A. (2020). The impact of tourism on economic development-a cross-country perspective, *Studia Universitatis Babes-Bolyai, Negotia*, 65(1), pp. 27 - 46, [DOI:10.24193/subbnegotia.2020.1.02](https://doi.org/10.24193/subbnegotia.2020.1.02)
7. Mustuc, M., Săvan, E. E., Gică O.A. (2020). An investigation of some determinants of entrepreneurial intentions of students, *Studia Universitatis Babes-Bolyai, Negotia*, 65(4), pp.69-90, DOI: 10.24193/subbnegotia.2020.4.04
8. Gică O.A., Dobrovolska A. (2017), Entrepreneurial orientation of students, *Studia Universitatis Babes-Bolyai, Negotia*, 62 (1), pp. 45-62, <https://doi.org/10.24193/subbnegotia.2017.1.03>
9. Gică O.A. Balint C. I., (2016) Tourism Globalization. The case of Romania, *Studia Universitatis Babes-Bolyai, Negotia*, 61(1), p.45-62
10. 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,

D. 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. Coroș 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, Coroș 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 Negrușă , 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 Brâncuși 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 Brâncuși House Publisher, p. 30-30

E. Brevete obținute în întreaga activitate

Data: 10.03.2025

Semnătura:

