

LISTA DE LUCRĂRI

Candidat: **Conf.dr.ing. Alexandra IOANID**

Domeniul: **Inginerie și Management**

^o Lista celor maximum 10 lucrări considerate de candidat a fi cele mai relevante pentru realizările profesionale proprii, care sunt incluse în format electronic în dosar și care se pot regăsi și în celelalte categorii de lucrări prevazute în lista de lucrări.

1. Alexandra Ioanid & Andrei, N. (2025). ChatGPT in Education: Challenges in Local Knowledge Representation of Romanian History and Geography. Education Sciences, 15(4), 511.

[Accession Number, WOS: 001474953400001; FI: 2,6; ISSN 2227-7102]

2. Alexandra Ioanid, Ilescu, D. (2024). Sustainability and Profitability in the Streaming Industry. IEEE Access. ISSN 2169-3536.

[Accession Number, WOS: 001336024300001; FI: 3,6; ISSN 2169-3536]

3. Alexandra Ioanid, Scarlat, C. (2021). Neuromarketing Tools in Industry 4.0 Context: A Study on the Romanian Market. In International Conference Interdisciplinarity in Engineering, Book Series Lecture Notes in Networks and System, Volume 386, pp. 370-381, ISBN 978-3-030-93817-8, 978-3-030-93816-1, eISSN 2367-3389, Springer, Cham. Scopus. DOI: 10.1007/978-3-030-93817-8_35

[ISI Proceedings, Accession Number, WOS=000773080200035, ISSN 2367-3370]

4. Alexandra Ioanid, Deselnicu, D., Militaru, G. (2017). The impact of social networks on SMEs' innovation potential, Procedia Manufacturing, Volume: 22, ISBN 978-84-09-02709-5, Pages: 936-941.

[ISI Proceedings, Accession Number, WOS=000456199200131, ISSN 2340-111/ 2351-9789]

5. Scarlat, C., Alexandra Ioanid, & Șișu, M. (2021). Entrepreneurial Behaviour Identified among SME Members of an International Group with Sustainability-Oriented Strategy. Sustainability 2021, 13(22), 12590, pp 1-17, DOI:10.3390/su132212590; Q2. [Accession Number, WOS: 000815307000001; FI: 3,889; eISSN 2071-1050]

6. Barua A., Alexandra Ioanid (2020). Country Brand Equity: The Decision Making of Corporate Brand Architecture in Cross-Border Mergers and Acquisitions, Sustainability 2020, 12(18), 7373, pp. 1-26, DOI: 10.3390/su12187373; Q2.

[Accession Number, WOS: 000584280100001; FI: 3,251; eISSN 2071-1050]

7. Alexandra Ioanid, Deselnicu, D. C., Militaru, G. (2017). Branding in the age of social media: how entrepreneurs use social networks to boost their service-based businesses. In Balkan Region Conference on Engineering and Business Education (BRCEBE), ISSN: 1843-6730, Vol. 2, No. 1, pp. 79-85. Scopus

8. Alexandra Ioanid, Palade, D. (2023). Role of Artificial Intelligence and Smart Grids in Energy Companies in the European Union Member States. European Journal of Sustainable Development, 12(4), pp. 589-589.

[Accession Number, WOS: 001089172100002; FI: 0,9; ISSN 2239-5938]

9. Alexandra Ioanid, Palade, D. (2024). THE ROLE OF DISTRIBUTION SYSTEM OPERATORS IN THE DECENTRALIZED POWER SYSTEM. REVUE ROUMAINE DES SCIENCES TECHNIQUES—SÉRIE ÉLECTROTECHNIQUE ET ÉNERGÉTIQUE, 69(1), 33-38.

[Accession Number, WOS: 001198252400018; FI: 1,1; ISSN 0035-4066]

10. Andrei, N., Scarlat, C., Alexandra Ioanid (2024). Transforming E-commerce logistics: sustainable practices through autonomous maritime and last-mile transportation solutions. Logistics, 8(3), 71. eISSN 2305-6290.

[Accession Number, WOS: 001323515800001; FI: 3,6; ISSN 2305-6290]

Data **8.09.2025**

Candidat,
Conf.dr.ing. Alexandra IOANID

Alexandra Ioanid

LISTA DE LUCRĂRI

Candidat: **Conf.dr.ing. Alexandra IOANID**

Domeniul: **Inginerie și Management**

I. TEZA (E) DE DOCTORAT (T)

T1. **Alexandra Ioanid**, *Cercetări privind utilizarea rețelelor sociale – abordare din perspectiva organizațiilor industriale*, Universitatea Politehnica din București, 2016, domeniul Inginerie Industrială.

II. CĂRȚI PUBLICATE (C)

II.1. Cb - Cărți de specialitate/ capitole publicate în edituri recunoscute

Cb1. Alexandra Ioanid (2022). *Social Media Marketing - Utilizarea rețelelor sociale în marketingul afacerilor*, Editura POLITEHNICA PRESS, ISBN 978-606-9608-15-9, 325 pagini, editură recunoscută CNC SIS cod 19

Cb2. Alexandra Ioanid (2022). *Neuromarketing*, Editura POLITEHNICA PRESS, ISBN 978-606-9608-16-6, 126 pagini, editură recunoscută CNC SIS cod 19

Cb3. Deselnicu, D; Alexe, C.; Dumitrescu, A.; **Alexandra Ioanid**; Leustean, B. (2017). *Introducere în managementul performanței*, Editura POLITEHNICA PRESS, ISBN 978-606-515-783-5, 100 pagini, editură recunoscută CNC SIS cod 19.

Cb4. Deselnicu, D; Alexe, C.; Dumitrescu, A.; **Alexandra Ioanid**; Leustean, B. (2017). *Elemente de managementul riscului în afaceri*, Editura POLITEHNICA PRESS, ISBN 978-606-515-784-2, 96 pagini, editură recunoscută CNC SIS cod 19

Cb5. Scarlat, C., **Alexandra Ioanid** (2022). Chapter 2: "The triad of digital trust: organizational trust, reputation, and ethics in cyberspace" in 1st Edition Trust, Digital Business and Technology - Issues and Challenges, series "Routledge Studies in Trust Research", pp. 14-32, ISBN 9781032210469, Editura Routledge/ Taylor and Francis Group, 280 pag.

Cb6. Alexandra Ioanid (2023). Capitolul 12: Securitatea resurselor informatice și de comunicații. Prevenirea atacurilor cibernetice în Managementul resurselor organizaționale în contextul crizelor globale, 2023, Coordonatori - D.E. Ranf, O.M.C. Bucovetchi și A.-S. Porancea-Raulea, 270 pg, ISBN 978-973-510-4, pp. 244-256, Editura Academiei Forțelor Terestre „Nicolae Balcescu” – editură recunoscută CNC SIS cod 63

Cb7. Alexandra Ioanid (2022). Capitolul 9: Reziliența organizațională prin înțelegerea comportamentului consumatorilor în Managementul rezilienței în societatea contemporană, 2022, Coordonatori - D.E. Ranf și O.M.C. Bucovetchi, 224 pg, ISBN 978-973-153-473-2, pp. 127-137, Editura Academiei Forțelor Terestre „Nicolae Balcescu” – editură recunoscută CNC SIS cod 63

Cb8. Scarlat, C., **Alexandra Ioanid** (2023). Chapter 15: Is social media trustworthy for building life partnerships? in 1st Edition Privacy, Trust and Social Media, pp. 186-198, ISBN 9781032437491, Editura Routledge/ Taylor and Francis Group, 265 pag.

Cb9. Scarlat, C., **Alexandra Ioanid** (2024). Chapter 5: Romantic relationships in the cyber-environment: is it an issue of reciprocal trust or digital ethics? in 1st Edition Trust in Social and Business Relations: Theory and Practice, pp 57-70, ISBN 9781032626314, Editura Routledge/ Taylor and Francis Group, 278 pag.

Cb10. Scarlat, C., **Alexandra Ioanid** (2025). Chapter 19: To trust or not to trust: is generative artificial intelligence taking sides in higher education? in 1st Edition Building trust in the generative artificial intelligence era: technology challenges and innovations, Editura Routledge/ Taylor and Francis Group, 274 pag.

Cb11. Palade, D., Alexandra Ioanid (2024). Capitolul 17: Tendințe ale managementului organizației moderne în contextul actual. Ecoeficiența energetică în Tendințe ale managementului organizației moderne în contextul actualelor provocări, 2024, Coordonatori - D.E. Ranf, O.M.C. Bucovetchi și E. Todarita, 355 pg, ISBN 978-973-153-551-7, pp. 328-338, Editura Academiei Forțelor Terestre „Nicolae Bălcescu” – editură recunoscută CNCIS cod 63

III. ALTE MATERIALE PUBLICATE (I,D)

III.1. I - Culegeri și Îndrumare publicate

I1. Alexandra Ioanid (2023). Strategic Management - Guidelines for practical works & assignments, Editura POLITEHNICA PRESS, ISBN 978-606-9608-45-6, 112 pagini, editură recunoscută CNCIS cod 19.

I2. Alexandra Ioanid, Scarlat, C. (2022). Project Management - Guidelines for practical works & assignments, Editura POLITEHNICA PRESS, ISBN 978-606-9608-14-2, 216 pagini, editură recunoscută CNCIS cod 19.

I3. Alexandra Ioanid, Scarlat, C. (2021). Entrepreneurship - Guidelines for practical works & assignments, Editura POLITEHNICA PRESS, ISBN 978-606-515-995-2, 204 pagini, editură recunoscută CNCIS cod 19.

I4. Alexandra Ioanid (2017). Îndrumar pentru aplicații de management, Editura PRINTECH, București, ISBN 978-606-23-0749-3, 43 pagini, cod CNCIS 054.

IV. ARTICOLE / STUDII IN EXTENSO PUBLICATE (R,V)

IV.1. **Ris** - Reviste de specialitate de circulație internațională recunoscute (cotate / indexate ISI Thomson Reuters, sau indexate în alte Baze de Date Internaționale - BDI specifice domeniului, care fac un proces de selecție a revistelor pe baza unor criterii de performanță).

Ris1. Alexandra Ioanid, Deselnicu, D., Barbu, A. (2023). The impact of working from home. FAIMA Business & Management Journal, 11(1), ISSN 2344- 4088, pp. 21-27. ProQuest, EBSCO, ERIH Plus, Index Copernicus

Ris2. Barbu, A., Catană, Ș. A., Deselnicu, D. C., Cioca, L. I., & Alexandra Ioanid (2022). Factors Influencing Consumer Behavior toward Green Products: A Systematic Literature Review. International Journal of Environmental Research and Public Health, 19(24), 16568, DOI10.3390/ijerph192416568
[Accession Number, WOS=000902493300001, eISSN: 1660-4601]

Ris3. Alexandra Ioanid, Baci, M.A. (2022). Security Solutions – Investigating Alerts in Digital Enterprises. Romanian Cyber Security Journal, ISSN 2668-6430, vol. 4(2), pp. 85-93, 2022. DOI: 10.54851/v4i2y202209; CrossRef, J-Gate

Ris4. Mustata, I.C., Bacali, L., Bucur, M., Ciuceanu, R.M., Alexandra Ioanid, Stefan, A. (2022). The evolution of industry 4.0 and its potential impact on industrial engineering and management education. Revue Roumaine Des Sciences Techniques—Série Électrotechnique Et Énergétique, 1(67), pp. 73-78. [Accession Number, WOS: 000810914900012; FI: 0,67; ISSN 0035-4066]

Ris5. Alexandra Ioanid, Iliescu, D. (2022). Results of the Innovative Process: Measuring what Matters, Journal of Innovation & Business Best Practice, Vol. 2022; DOI:10.5171/2022.178279; EBSCO, ProQuest, J-Gate, CrossRef

Ris6. El Barbary, N. M., Kassem, T., Elmesmary, H. M., Alexandra Ioanid (2022). Measuring the impact of the use of smart energy in logistics companies on technological progress, operations performance and green environment: Egypt as a case study. International Business Logistics, 2(1), pp. 1-23; CrossRef, EBSCO, DOAJ

Ris7. Barua, A., Alexandra Ioanid (2021). Synergistic Competitive Advantage: the Modern Appeal of RBV and IO Theory in the Mergers and Acquisitions, Bulgarian Economic Papers, No. 6; RePEc, CEEOL.

Ris8. Scarlat, C., Alexandra Ioanid, & Șisu, M. (2021). Entrepreneurial Behaviour Identified among SME Members of an International Group with Sustainability-Oriented Strategy. Sustainability 2021, 13(22), 12590, pp 1-17, DOI:10.3390/su132212590; Q2. [Accession Number, WOS: 000815307000001; FI: 3,889; eISSN 2071-1050]

Ris9. Alexandra Ioanid (2020). Factors influencing marketing decisions. FAIMA Business & Management Journal, 8(3), ISSN 2344- 4088, pp. 53-61. ProQuest, EBSCO, ERIH Plus, Index Copernicus

- Ris10.** Barua A., Alexandra Ioanid (2020). Country Brand Equity: The Decision Making of Corporate Brand Architecture in Cross-Border Mergers and Acquisitions, *Sustainability* 2020, 12(18), 7373, pp. 1-26, DOI: 10.3390/su12187373; Q2.
[Accession Number, WOS: 000584280100001; FI: 3,251; eISSN 2071-1050]
- Ris11.** Scarlat, C., Alexandra Ioanid, Nord, J. H. (2018). Benefits of Social Technologies. *FAIMA Business & Management Journal*, 6(3), 30-42. ProQuest, EBSCO, ERIH Plus, Index Copernicus
- Ris12.** Alexandra Ioanid, Iliescu, D. (2024). Sustainability and Profitability in the Streaming Industry. *IEEE Access*. ISSN 2169-3536.
[Accession Number, WOS: 001336024300001; FI: 3,6; ISSN 2169-3536]
- Ris13.** Alexandra Ioanid, Palade, D. (2023). Role of Artificial Intelligence and Smart Grids in Energy Companies in the European Union Member States. *European Journal of Sustainable Development*, 12(4), pp. 589-589.
[Accession Number, WOS: 001089172100002; FI: 0,9; ISSN 2239-5938]
- Ris14.** Alexandra Ioanid, Palade, D. (2024). THE ROLE OF DISTRIBUTION SYSTEM OPERATORS IN THE DECENTRALIZED POWER SYSTEM. *REVUE ROUMAINE DES SCIENCES TECHNIQUES—SÉRIE ÉLECTROTECHNIQUE ET ÉNERGÉTIQUE*, 69(1), 33-38.
[Accession Number, WOS: 001198252400018; FI: 1,1; ISSN 0035-4066]
- Ris15.** Andrei, N., Scarlat, C., Alexandra Ioanid (2024). Transforming E-commerce logistics: sustainable practices through autonomous maritime and last-mile transportation solutions. *Logistics*, 8(3), 71. eISSN 2305-6290.
[Accession Number, WOS: 001323515800001; FI: 3,6; ISSN 2305-6290]
- Ris16.** Naseem, Z., Zainab, I., Batool, S. R., Uzun, M., Alexandra Ioanid, Nazeer, M. A. (2024). An Innovative Approach to Enhance the Durability and Sustainability of Shoe Insoles. *Sustainability*, 16(21), 9195. eISSN 2071-1050.
[Accession Number, WOS: 001352105500001; FI: 3,3; ISSN 2071-1050]
- Ris17.** Alexandra Ioanid, Iliescu, D. (2023). Peculiarities of video streaming industry development. *Entrepreneurship and Sustainability Issues*, 11(2), 123-137. ISSN 2345-0282.
[Accession Number, WOS: 001131808300012; FI: 1,2; ISSN 2345-0282]
- Ris18.** Stănciulescu, G. D., Alexandra Ioanid (2023). Family business succession in ICT-based industries. *Entrepreneurship and Sustainability Issues*, 11(2), 237-258. ISSN 2345-0282.
[Accession Number, WOS: 001131808300009; FI: 1,2; ISSN 2345-0282]
- Ris19.** Iliescu, D., Alexandra Ioanid (2024). Streaming ahead: technological innovations redefining new product development in the entertainment industry. *Entrepreneurship and Sustainability Issues*, 11(3), 227-237. ISSN 2345-0282.
[Accession Number, WOS: 001131808300012; FI: 1,3; ISSN 2345-0282]
- Ris20.** Pet, I., Sanad, M. N., Farouz, M., ElFaham, M. M., El-Hussein, A., El-Sadek, M. A., Althobiti, R., Alexandra Ioanid (2024). Recent Developments in the Implementation of Activated Carbon as Heavy Metal Removal Management. *Water Conservation Science and Engineering*, 9(2), 62., ISSN 2366-3340, eISSN 2364-5687.
[Accession Number, WOS: 001308530600001; FI: 1,9; ISSN 2364-5687]
- Ris21.** Panduru, D. A., Scarlat, C., Alexandra Ioanid (2024). Developing a Business Maturity Framework (BMF) in the Oil and Gas Industry. *European Journal of Sustainable Development*, 13(1), 263-263. ISSN 2239-5938.
[Accession Number, WOS: 001159040100023; FI: 0,7; ISSN 2239-5938]
- Ris22.** Zainab, I., Naseem, Z., Batool, S. R., Uzun, M., Alexandra Ioanid, & Nazeer, M. A. (2025). A multifunctional nursing pad for lactating mothers. *Scientific Reports*, 15(1), 14268.
[Accession Number, WOS: 001475735000021; FI: 3,9; ISSN 2045-2322]
- Ris23.** Alexandra Ioanid & Andrei, N. (2025). ChatGPT in Education: Challenges in Local Knowledge Representation of Romanian History and Geography. *Education Sciences*, 15(4), 511.
[Accession Number, WOS: 001474953400001; FI: 2,6; ISSN 2227-7102]

Ris24. Ulman, A., Uzun, M., & **Alexandra Ioanid** (2025). From menace to marvel: An experimental study of tanned pufferfish leather from the invasive silver-cheeked toadfish (*Lagocephalus sceleratus*). *Journal of Engineered Fibers and Fabrics*, 20, 15589250251329539.

[Accession Number, WOS: 001483291900001; FI: 2,3; ISSN 1558-9250]

Ris25. **Alexandra Ioanid** (2024). Remodeling the Marketing Message. *FAIMA Business & Management Journal*, 12(2), 3-4. ProQuest, ERIH Plus, Index Copernicus, Google Scholar

IV.2. Vis - Volumele unor manifestări științifice internaționale recunoscute, organizate în țară și străinătate, indexate ISI Thomson Reuters sau indexate în alte Baze de Date Internaționale -BDI specifice domeniului, care fac un proces de selecție a publicațiilor pe baza unor criterii de performanță.

Vis1. **Alexandra Ioanid**, Scarlat, C. (2021). Neuromarketing Tools in Industry 4.0 Context: A Study on the Romanian Market. In *International Conference Interdisciplinarity in Engineering, Book Series Lecture Notes in Networks and Systems*, Volume 386, pp. 370-381, ISBN 978-3-030-93817-8, 978-3-030-93816-1, eISSN 2367-3389, Springer, Cham. Scopus. DOI: 10.1007/978-3-030-93817-8_35

[ISI Proceedings, Accession Number, WOS=000773080200035, ISSN 2367-3370]

Vis2. **Alexandra Ioanid**, Lazarov, A., Semenescu, A., Deselnicu, D. (2021). The impact of working from home during covid-19 pandemic on Romanian companies and employees, *The 10th International Conference of Management and Industrial Engineering "Business Change and Digital Transformation in a World Moving Through Crisis"*, ICMIE 2021, University Politehnica of Bucharest, ISSN: 2344-0937, pg. 721-726. ProQuest

Vis3. Lazarov, A., Manasia, L., **Alexandra Ioanid**, Semenescu, A. (2021). Universities as drivers of sustainability in the context of 2030 agenda, *The 10th International Conference of Management and Industrial Engineering "Business Change and Digital Transformation in a World Moving Through Crisis"*, ICMIE 2021, University Politehnica of Bucharest, ISSN: 2344-0937, pg. 610-623. ProQuest

Vis4. Lazarov, A., **Alexandra Ioanid**, Semenescu, A. (2021). Education for sustainable development in Romanian higher education landscape, *The 10th International Conference of Management and Industrial Engineering "Business Change and Digital Transformation in a World Moving Through Crisis"*, ICMIE 2021, University Politehnica of Bucharest, ISSN: 2344-0937, pg. 597-609.

ProQuest

Vis5. Savu, I., Niculescu A., Militaru, G., Barbu, A., **Alexandra Ioanid** (2021). The ACIS methodology applied in determining critical processes for a nuclear power plant, *The 10th International Conference of Management and Industrial Engineering "Business Change and Digital Transformation in a World Moving Through Crisis"*, ICMIE 2021, University Politehnica of Bucharest, ISSN: 2344-0937, pg. 295-304. ProQuest

Vis6. Opris, M.C., Deselnicu, D., **Alexandra Ioanid** (2021). Strategies in pharmaceutical companies for R&D sustainability, *The 10th International Conference of Management and Industrial Engineering "Business Change and Digital Transformation in a World Moving Through Crisis"*, ICMIE 2021, University Politehnica of Bucharest, ISSN: 2344-0937, pg. 735-743. ProQuest

Vis7. D. Dumitriu, C.G. Alexe, D.C. Deselnicu, C. Purdescu, P. Tudor, **Alexandra Ioanid**, I.C. Costea Marcu (2020). Business simulation software applications for developing students' practical managerial competences, *13th annual International Conference of Education, Research and Innovation*, ISSN: 2340-1095, ISBN: 978-84-09-24232-0, pp. 7392-7399. doi: 10.21125/iceri.2020.1588; CrossRef

Vis8. **Alexandra Ioanid**, Deselnicu, D. (2019). Online Consumers Behavior: evidence from Romania, *The 9th International Conference of Management and Industrial Engineering "Management - Management Perspectives in the Digital Transformation"*, ICMIE 2019, University Politehnica of Bucharest, pg. 138-141.

[ISI Proceedings, Accession Number, WOS=000519338200013, ISSN 2344-0937]

Vis9. **Alexandra Ioanid**, Deselnicu, D. (2019). Integrating mobile apps into marketing practice – privacy and security issues, *The 9th International Conference of Management and Industrial Engineering "Management - Management Perspectives in the Digital Transformation"*, ICMIE 2019, University Politehnica of Bucharest, pg. 371-375.

[ISI Proceedings, Accession Number, WOS=000519338200037, ISSN 2344-0937]

Vis10. Alexandra Ioanid, Scarlat, C., Militaru, G. (2018). Social Networks: Friend or Foe?. In 5th European Conference on Social Media, Proceedings of the European Conference on Social Media, ISBN978-1-911218-84-5, pp. 85-92.
[ISI Proceedings, Accession Number, WOS=000461860500012, ISSN 2055-7213]

Vis11. Alexe, C.G., Alexandra Ioanid, Deselnicu, D.C., Țigănoaia, B., Mustață, C. (2018). How Educational Platforms Support Students' Entrepreneurial Preoccupation, The 14th International Scientific Conference Elearning and Software for Education (eLSE), Book Series: Learning and Software for Education, Vol 2, ISSN-L 2360 – 2198, pp.160-167. DOI: 10.12753/2066-026X-18-092
[ISI Proceedings, Accession Number, WOS=000467466800021, ISSN 2360 – 2198]

Vis12. Alexe, C.G., Țigănoaia, B., Alexandra Ioanid, Deselnicu, D.C., Mănescu, V. (2018). E-Learning Support for New Product Development Students Teams, The 6th International Conference Innovation Management, Entrepreneurship and Sustainability, Innovation Management, Entrepreneurship And Sustainability, University Of Economics, Prague, ISBN 978-80-245-2274-6, pp. 26-37.
[ISI Proceedings, Accession Number, WOS= WOS: 000461375200002, ISBN 978-80-245-2274-6]

Vis13. Alexe, C.G., Deselnicu, D.C., Alexandra Ioanid, Țigănoaia, B., Mustață, C. (2018). Entrepreneurship education between perceptions and expectations. Case study: University Politehnica of Bucharest, The 12th Annual International Technology, Education and Development Conference, INTED 2018, INTED Proceedings, ISBN 978-84-697-9480-7, pp. 791-799. [ISI Proceedings, Accession Number, WOS=000447408800113, ISSN 2340-1079]

Vis14. Alexe, C.G., Mustață, C., Deselnicu, D.C., Alexandra Ioanid, Mănescu, V., Țigănoaia, B. (2018) Case Study: Curricular and extracurricular means to increase the potential to develop entrepreneurial competencies for students of the University Politehnica of Bucharest, 10th annual International Conference on Education and New Learning Technologies (EDULEARN), EDULEARN Proceedings, pp. 5884-5888.
[ISI Proceedings, Accession Number, WOS=000531474300035]

Vis15. Alexandra Ioanid, Deselnicu, D., Militaru, G. (2017). The impact of social networks on SMEs' innovation potential, Procedia Manufacturing, Volume: 22, ISBN 978-84-09-02709-5, Pages: 936-941.
[ISI Proceedings, Accession Number, WOS=000456199200131, ISSN 2340-111/ 2351-9789]

Vis16. Militaru, G., Simion, C.P., Deselnicu, D.C., Alexandra Ioanid, Niculescu, C. (2017). Examining Students' Acceptance of Internet of Things Technology in Higher Education, Proceeding of the 30th International Business-Information-Management-Association Conference, VISION 2020: Sustainable Economic Development, Innovation Management, and Global Growth, Vols. I-IX, ISBN 978-0-9860419-9-0, pp. 3615- 3623.
[ISI Proceedings, Accession Number, WOS=000443640502110]

Vis17. Alexandra Ioanid, Deselnicu, D. C., Militaru, G. (2017). Branding in the age of social media: how entrepreneurs use social networks to boost their service-based businesses. In Balkan Region Conference on Engineering and Business Education (BRCEBE), ISSN: 1843-6730, Vol. 2, No. 1, pp. 79-85. Scopus

Vis18. Militaru, G., Deselnicu, D.C., Alexandra Ioanid (2017). Investigating the moderating role of work experience on students' entrepreneurial intentions: Evidence from Romania, 8th Balkan Region Conference on Engineering and Business Education (BRCEBE), ISSN: 1843-6730; Scopus

Vis19. Alexandra Ioanid, Militaru, G.; Negoita, O.; Deselnicu, D.; Negoita, O.I. (2017). Cyber attacks incidents encountered within Romanian businesses, The 10th International Conference of Management and Industrial Engineering "Management in the innovation society", ICMIE 2017, University Politehnica of Bucharest, ISSN: 2344-0937, pg. 78-82. ProQuest

Vis20. Alexandra Ioanid, Militaru, G.; Negoita, O.; Dumitru, D.; Popescu, F., Niculescu, A. (2017). Cyber- security related costs in the internet of things era, The 10th International Conference of Management and Industrial Engineering "Management in the innovation society", ICMIE 2017, University Politehnica of Bucharest, ISSN: 2344-0937, pg. 78-82. ProQuest

Vis21. Manescu, V., Alexandra Ioanid (2017). Identification of the critical success factors in digital industry, The 10th International Conference of Management and Industrial Engineering "Management in the innovation society", ICMIE 2017, University Politehnica of Bucharest, ISSN: 2344-0937, pg. 269-279.
ProQuest

Vis22. Purdescu, C., Danalache, F., **Alexandra Ioanid** (2017). A better logistics approach for improving product availability, The 10th International Conference of Management and Industrial Engineering "Management in the innovation society", ICMIE 2017, University Politehnica of Bucharest, ISSN: 2344-0937, pg. 51-63. ProQuest

Vis23. Palade, D., Alexandra Ioanid (2024). Prosumer Aggregators in Romania. In Proceedings of the International Conference on Business Excellence (Vol. 18, No. 1, pp. 1212-1220). Sciendo.
[ISI Proceedings, Accession Number, WOS=001262084900042]

Vis24. Barbu, A., Deselnicu, D.C., Alexandra Ioanid & Militaru, G. (2025). Tourists' Satisfaction and the Efforts Made by Accommodation Units to Ensure a Sustainable Journey: Evidence from Sinaia, Romania. International Conference on Innovation, Sustainability, and Applied Sciences (ICISAS 2023). Scopus

Vis25. Deselnicu, D.C., Barbu, A., & Alexandra Ioanid (2025). Sustainability and Associated Concepts Applied to Life Cycle Assessment Studies. International Conference on Innovation, Sustainability, and Applied Sciences (ICISAS 2023). Scopus

Vis26. PALADE, D., Alexandra Ioanid (2023, December). ACHIEVING RENEWABLE ENERGY TARGETS IN THE CONTEXT OF THE REPowerEU PLAN. In the International Conference of Management and Industrial Engineering (Vol. 11, pp. 361-368). ProQuest, Google Scholar.

Vis27. PALADE, D., Alexandra Ioanid (2023, December). HYDROGEN AS A POTENTIAL ACCELERATOR OF EUROPEAN UNION DECARBONIZATION. In International Conference of Management and Industrial Engineering (Vol. 11, pp. 353-360). ProQuest, Google Scholar.

Vis28. ANDREI, N., Alexandra Ioanid (2023, December). Potential use of artificial intelligence and geospatial analysis in environmental monitoring: Air quality in a large city. In International Conference of Management and Industrial Engineering (Vol. 11, pp. 369-376). ProQuest, Google Scholar.

Vis29. Scarlat, C., Alexandra Ioanid, Andrei, N. (2023). Use of the geospatial technologies and its implications in the maritime transport and logistics. The International Maritime Transport and Logistic Journal, 12, 19-30. E-ISSN: 2974-3141 P-ISSN: 2974-3133. CrossRef.

Vis30. ZĂVOIANU, A., & Alexandra Ioanid (2024). Experimental Film Between Art and Tehnology. SEA: Practical Application of Science, 12(35). ISSN-L: 2360 – 2554. REPEC.

Vis31. ILIESCU, D., Alexandra Ioanid, ȚIGĂNOAIA, B. D. (2023, December). The INNOVATION–TECHNOLOGY–PERFORMANCE TRIAD IN THE STREAMING SERVICE INDUSTRY. AN EXPLORATORY STUDY. In International Conference of Management and Industrial Engineering (Vol. 11, pp. 21-28). ProQuest, Google Scholar.

Vis32. ILIESCU, D., ȚIGĂNOAIA, B. D., Alexandra Ioanid ((2023, December). Netflix's secret path to the top: Analyzing the triad innovation–technology–performance. In International Conference of Management and Industrial Engineering (Vol. 11, pp. 107-114). ProQuest, Google Scholar.

Vis33. Alexandra Ioanid, Iliescu, D. (2023). BARBIE'S SUCCESS IN THE NEW BUSINESS ERA: TECHNOLOGY, INNOVATION AND PERFORMANCE. THE MATTEL CASE. Management & Marketing Journal, 21(2). ISSN 1841 - 2416 REPEC, CEEOL, DOAJ, EBSCO, ERIH Plus, Index Copernicus, Google Scholar.

Vis34. Panduru, D. A., Simion, P. C., Alexandra Ioanid (2024). Measuring Operational Efficiency: A Functional Analysis of Core and Non-Core Activities in a Leading Romanian Oil and Gas Retail Company. In Proceedings of the International Conference on Business Excellence (Vol. 18, No. 1, pp. 1335-1347). Sciendo. DOI: 10.2478/picbe-2024-0110

Vis35. Alexandra Ioanid, Panduru, D. A., & Scarlat, C. (2023, October). Towards Maturity of Digital Transformation: Development of Digital Maturity Scorecard. In International Conference Interdisciplinarity in Engineering (pp. 471-481). Cham: Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-54671-6_35

Vis36. Alexandra Ioanid, Leica, M. (2023, October). Exploring the Productivity Enhancements of Integrated Generative Artificial Intelligence Chatbots on Romanian Entrepreneurial Environment. In International Conference Interdisciplinarity in Engineering (pp. 459-470). Cham: Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-54671-6_34

Vis37. Alexandra Ioanid, & Oprea, A. C. (2023, October). The Implementation of a Performance Management System in the Banking Industry. Case Study OTP Bank Romania. In International Conference Interdisciplinarity in Engineering (pp. 436-448). Cham: Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-54671-6_32

Vis38. Grigorescu, F. A., Scarlat, C., Alexandra Ioanid (2023, June). The Future of Learning in Romanian Schools: Examining the Transformative Impact of Gaming Technologies in Education—A Pilot Study in Bucharest. In International Conference in Information Technology and Education (pp. 483-492). Singapore: Springer Nature Singapore. https://doi.org/10.1007/978-981-99-5414-8_44

Vis39. Alexandra Ioanid, Andrei, N. (2024, Mar). Artificial Intelligence and Geospatial Technologies for Sustainable Maritime Logistics. Case Study: Port of Constanta, Romania. In International Conference Marlog, AASTMT, P-ISSN 2682-3764. Google Scholar

IV.3. Vi - Volumele unor manifestări științifice internaționale recunoscute, organizate în țară și străinătate.

Vi1. Scarlat, C., Alexandra Ioanid, Andrei, N. (2023). Use of the Geospatial Technologies and its Implications in the Maritime Transport and Logistics, Proceedings of the 12th International Maritime Transport and Logistics Conference "Sustainable and Innovative Technologies - Towards a Resilient Future", MARLOG 12, Arab Academy for Science, Technology, and Maritime Transport, pg. 32-43, ISBN: 978-977-85808-6-0

Vi2. Alexandra Ioanid, Iliescu, D. (2021). Innovation – A Lead Determinant of Corporate Performance, Proceedings of the 38th International Business Information Management Association (IBIMA), ISBN: 978-0-9998551-7-1, ISSN: 2767-9640, pp. 286-292.

Vi3. Alexandra Ioanid, Iliescu, D. (2021). Managing Performance: Are All the Innovation KPIS Relevant? Proceedings of the 38th International Business Information Management Association (IBIMA), ISBN: 978-0-9998551-7-1, ISSN: 2767-9640, pp. 2916-2920.

Vi4. Deselnicu, D., Alexandra Ioanid, Opris, M. (2021). Analysis of conflicts in an IT company, Proceedings of the 38th International Business Information Management Association (IBIMA), ISBN: 978-0-9998551-7-1, ISSN: 2767-9640, pp. 4549-4555.

Vi5. Alexandra Ioanid, Mustata, C. (2020). Consumer Decision Making and Behaviour. In Innovation And Sustainability International Scientific Conference, p. 13. ISSN 2501-6695, ISSN-L 2501-6695.

Data 8.09.2025

Candidat,

Conf. dr. ing. Alexandra IOANID

Alexandra Ioanid