

LISTA DE LUCRĂRI

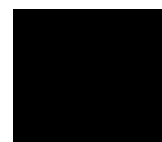
I. Lista celor maximum 10 lucrări considerate a fi cele mai relevante pentru realizările profesionale proprii:

A. Articole care prezintă contribuții științifice originale, in extenso, publicate într-o revistă cotate ISI cu factor de impact mai mare ca 0:

1. Dobre, C., Milovan, A. M., **Preda, G.**, Naghi, R. (2023). Post-purchase behaviour triggers in branded mobile shopping apps. *Marketing Intelligence & Planning*, Vol. 41, Nr. 3, pp. 344-359, ISSN 0263-4503, AIS 0,671, <https://doi.org/10.1108/MIP-08-2022-0357>, WOS: 000933174300001.
2. Dobre, C., Milovan, A.M., Duțu, C., **Preda, G.**, Agapie, A. (2021). The Common Values of Social Media Marketing and Luxury Brands. The Millennials and Generation Z Perspective. *Journal of Theoretical and Applied Electronic Commerce Research*, Vol. 16, Nr. 7, pp. 2532-2553, ISSN 0718-1876, AIS 0,462, <https://doi.org/10.3390/jtaer16070139>, WOS: 000737562900001.
3. Gligor-Cimpoieru, D. C., Munteanu, V. P., Nițu-Antonie, R. D., Schneider, A., **Preda, G.** (2017). Perceptions of future employees toward CSR environmental practices in tourism. *Sustainability*, Vol. 9, Nr. 9, pp. 1631, ISSN 2071-1050, AIS 0,515, <https://doi.org/10.3390/su9091631>, WOS: 000411621200132.

B. Articole care prezintă contribuții științifice originale, in extenso, publicate într-o revistă indexată de cel puțin 2 dintre bazele de date internaționale recunoscute:

1. Dobre, C., **Preda, G.**, Milovan, A., Naghi, R.I., Prada, S.I. (2021). The Perceived Value of Higher Education and University Competitiveness-The Rubik Cube Metaphor. *Review of Innovation and Competitiveness: A Journal of Economic and Social Research*, Vol. 7, Nr. 1, pp. 33-59.
2. Naghi, R.I., **Preda, G.**, Dragomir, A.C., (2018), „The Relationship Between Internal Market Orientation And Employee Job Satisfaction: The Case Of The Romanian



Banking Sector”, Journal Studia Universitatis Babes-Bolyai Negotia, Vol. 63, Nr. 4, pp. 5-41.

3. **Preda G.** (2014), Organizational ambidexterity and competitive advantage: toward a research model, Management & Marketing (Craiova), Vol. 12, Nr. 1, pp. 67-74.
4. **Preda G.** (2013), The Influence of Entrepreneurial Orientation and Market-Based Organizational Learning on Strategic Innovation Capability, Management & Marketing (București), Vol. 8, Nr. 4, pp. 607-622.
5. Lala I., **Preda G.**, Boldea M. (2010), A Theoretical Approach of the Concept of Innovation, Conferința Internațională "Managerial Challenges of the Contemporary Society", Universitatea „Babeș-Bolyai”, Cluj-Napoca, pp. 151.
6. Dobre, C., Dragomir, A., **Preda G.** (2009), Consumer Innovativeness: A Marketing Approach, Management & Marketing (București), Vol. 4, Nr. 2, pp. 19-36.
7. **Preda G.** (2009), The Strategic Innovation: Conceptual Framework, Conferința Internațională "Marketing - from information to decision", Universitatea „Babeș-Bolyai, Cluj-Napoca, vol. 2, pp. 387-398.

II. Titlul tezei de doctorat

1. Antecedentele și consecințele inovării strategice în marketing, Universitatea de Vest din Timișoara, 2012.

III. Lista cărților

1. **Preda G.**, „Antecedentele și consecințele inovării strategice în marketing”, Editura Mirton, Timișoara, 2013, ISBN: 978-973-52-1413-5.

IV. Lista capitolelor de cărți

1. Noja G., Cristea M., Banaduc I., **Preda G.**, Ponea C., *“The Role of Employee Diversity, Inclusion and Development for Socially Responsible Management Strategies and*



Financial Performance of European Companies” (capitol), în Contributions to Management Science, Kesra Nermend et al. (Eds): Decision-Making in Management (Methods and Behavioral Tools), 2021, ISSN: 1431-1941, ISBN 978-3-030-67019-1, 3-030-67020-7 (eBook) <https://doi.org/10.1007/978-3-030-67020-7>, 487725_1_En, (Capitolul 17), pp. 313-335, Springer Nature.

