



## PUBLICATIONS AND CONFERENCES

Senior Lecturer, PhD, Andreea Mitan

### Books published at national publishing houses acknowledged by CNCIS / CNCS

- Pînzaru, F., Zbucnea, A., Brătianu, C., Vătămănescu, E.M., & Mitan, A. (Eds.) (2017). *Shift! Major challenges of today's economy*. Bucharest: Tritonic, pages (ISBN: 978-606-749-269-9).
- Mitan, A. (2016). *În top - 7 modele de marketing în muzică [Chart-topper. 7 marketing models used in the music industry]*. Galați: Galați University Press, 188 pages (ISBN 978-606-696-051-9).
- Zbucnea, A., Pînzaru, F., Galalae, C., & Mitan, A. (2015). *Ghid esențial de promovare [The essential guide to promoting business]*. Bucharest: Tritonic, 343 pages (ISBN 978-606-749-011-4).

### Articles published in journals indexed in Web of Science (Clarivate Analytics)

- Vătămănescu, E.M., Nistoreanu, B.G., & Mitan, A. (2017). Competition and Consumer Behavior in the Context of the Digital Economy. *Amfiteatru Economic*, 19(45), 354-366. Retrieved from <http://www.amfiteatruconomic.ro/ArticolEN.aspx?CodArticol=2621> (IF: 0.581, AIS: 0.049).

### Articles published in scientific publications indexed in international databases

- Pînzaru, F., Vătămănescu, E.-M., Mitan, A., Săvulescu, R., Vițelar, A., Noaghea, C., & Bălan, M. (2016). Millennials at Work: Investigating the Specificity of Generation Y versus Other Generations. *Management Dynamics in the Knowledge Economy*, 4(2), 173-192. ISSN 2392-8042 (online). Retrieved from <http://www.managementdynamics.ro/index.php/journal/article/view/176/121>.
- Pînzaru, F., Zbucnea, A., & Mitan, A. (2016). Impact of Digitalization on Music Marketing. *Revista Română de Marketing*. *Revista Română de Marketing*, 11(3), 106-114. ISSN: 1842-2454, Retrieved from [http://www.revistademarketing.ro/?operatie=arhiva\\_id&arhiva\\_id=437](http://www.revistademarketing.ro/?operatie=arhiva_id&arhiva_id=437).
- Pînzaru, F., & Mitan, A. (2016). Managers versus Digital Natives Employees. A Study Regarding the Perceptions of the Romanian Managers Working with Youngsters. *Management Dynamics in the Knowledge Economy*, 4(1), 153-166. ISSN 2392-8042 (online). Retrieved from <http://www.managementdynamics.ro/index.php/journal/article/view/171/118>.
- Mitan, A. (2014). Digital Natives Coming of Age: Challenges for Managers. *Management Dynamics in the Knowledge Economy*, 2(2), 335-355. ISSN:2286-2668. Retrieved from <http://www.managementdynamics.ro/index.php/journal/article/view/63/50>.



- Pînzaru, F., & Mitan, A. (2013). Generation Y Students: Using Facebook for Communicating with University Staff and Professors. *Management Dynamics in the Knowledge Economy*, 1(2), 221-239. ISSN:2286-2668. Retrieved from <http://managementdynamics.ro/index.php/journal/article/view/21/18>.
- Pînzaru, F., Săvulescu, R., & Mitan, A. (2013). New practices in marketing to Generation Y. Product placement in Romanian pop music videos. *International Journal of Academic Research*, Part B, 5(4), 320-326. DOI: 10.7813/2075-4124.2013/5-4/B.47. Retrieved from [https://www.researchgate.net/publication/256125684\\_New\\_practices\\_in\\_marketing\\_to\\_Generation\\_Y\\_Product\\_placement\\_in\\_Romanian\\_pop\\_music\\_videos](https://www.researchgate.net/publication/256125684_New_practices_in_marketing_to_Generation_Y_Product_placement_in_Romanian_pop_music_videos).
- Pînzaru, F., & Mitan, A. (2012). Social Media and Marketing of the „Popcorn” Music Wave: the Success of Romanian Commercial Musicians Analysed Through Their Perceived Image on Facebook and YouTube, *Economics & Sociology*, 5(2a), 125-138. DOI: 10.14254/2071-789x.2012/5-2a/11, ISSN 2071-789X Retrieved from [http://www.economics-sociology.eu/files/14 MOD Paper Pinzaru%20 Mitan proofr 03.02.13E&S.pdf](http://www.economics-sociology.eu/files/14_MOD_Paper_Pinzaru%20Mitan_proofr_03.02.13E&S.pdf).
- Mihalcea, A.D., Mitan, A., & Vițelar, A. (2012). Generation Y: Views on Entrepreneurship. *Economia. Seria Management*, 15 (2), 277-287. ISSN 1454-0320. Retrieved from <http://www.management.ase.ro/reveconomia/2012-2/3.pdf>.
- Mitan, A. (2010). Aspects of Identity Construction in Post-Soviet Ukraine, *GeoPolitica*, 38(4), 153-162. ISBN 1583-543X.

### Chapters in books / Conference papers

- Mocanu, R., & Mitan, A. (2018). Building Brand Equity Through User Experience Design. In Brătianu, C., Zbucnea, A., & Vițelar, A. (Eds.) *Challenging the Status Quo in Management and Economics* (pp. 743-756). Bucharest: Tritonic (ISBN: 978-606-749-365-8, ISSN 2392-702X).
- Pînzaru, F.M., Mitan, A., & Mihalcea, A.D. (2018). Reshaping Competition in the Age of Platforms: The Winners of the Sharing Economy. In Vătămănescu, E.-M., & Pînzaru, F.M. (eds.). *Knowledge Management in the Sharing Economy* (pp. 19-38). Cham: Springer International Publishing (eBook ISBN: 978-3-319-66890-1; Hardcover ISBN: 978-3-319-66889-5; Series ISSN: 2199-8663; DOI:10.1007/978-3-319-66890-1).
- Cristea, G., & Mitan, A. (2017). Managing Generation Y – A Theoretical Perspective. In Pînzaru, F., Zbucnea, A., Brătianu, C., Vătămănescu, E.-M., & Mitan, A. (Eds.). *Shift! Major challenges of today's economy* (pp. 813-821). Bucharest: Tritonic (ISBN: 978-606-749-269-9) (ISI Proceedings).
- Cristea, G., Vătămănescu, E.-M., & Mitan, A. (2017). Managing People Dynamics through the Lens of Generation Y. In *Proceedings of the 11th International Management Conference “The Role of Management in the Economic Paradigm of the XXI<sup>st</sup> Century” November 2<sup>nd</sup>-4<sup>th</sup>, 2017, Bucharest, Romania* (pp. 738-748). Retrieved from [http://conferinta.management.ase.ro/archives/2017/pdf/4\\_6.pdf](http://conferinta.management.ase.ro/archives/2017/pdf/4_6.pdf).
- Pînzaru, F.M., Mitan, A., & Anghel, L.C. (2017). Changes of the Business Sector in the European Liberalized Markets: an Empirical Overview of Evidences from the Utilities Sector. In Zbucnea, A. (Ed.). *Entrepreneurs. Entrepreneurship - Challenges and Opportunities in the 21<sup>st</sup> Century* (pp. 256-261). Bucharest: Tritonic. (ISBN (E-book): 978-606-749-241-5) (ISI Proceedings). Retrieved from [https://www.researchgate.net/profile/Alexandra\\_Zbucnea/publication/312551990\\_Entrepreneurs\\_Entrepreneurship/links/59dddea6a6fdcc276fbd0382/Entrepreneurs-Entrepreneurship.pdf](https://www.researchgate.net/profile/Alexandra_Zbucnea/publication/312551990_Entrepreneurs_Entrepreneurship/links/59dddea6a6fdcc276fbd0382/Entrepreneurs-Entrepreneurship.pdf).



- Mitan, A. (2016). Motivating Generation Y University Students to Learn in the Digital Age. *International Scientific Conference EdPROF 2016 Conference Proceedings* (pp. 147-153), Bucharest: Editura ASE (ISSN 2285-0910).
- Mitan, A. (2015). Storytelling și branding în muzică sau un altfel de business [Storytelling and branding in music or a different type of conducting business]. In Pînzaru, F. (Ed.), *Business storytelling: branduri și povești* (pp. 149-185). Bucharest: Tritonic (ISBN: 978-606-749-010-7)
- Mitan, A. (2014). Do Romanian Youngsters Envision a CSR-Oriented World? A Research Regarding Digital Natives' Values. In Brătianu, C., Zbucnea, A., Pînzaru, F.M., & Vătămănescu, E.-M. (Eds.). *Management, Finance, and Ethics* (pp. 763-779). Bucharest: Tritonic (ISBN: 978-606-8571-52-2) (ISI Proceedings).
- Mitan, A., & Vițelar, A. (2013). Brands Maintaining Relevance for Generation Y consumers. In Brătianu, C., Zbucnea, A., Pînzaru, F.M., Dinu, M. & Oprea, D.A. (Eds.). *Strategic Thinking in a Changing World* (pp. 118-136). Bucharest: Comunicare. Ro (ISBN: 978-973-711-497-6) (ISI Proceedings).
- Mitan, A. (2010). Decoding Popular Music Lyrics as a Resource for Identity Shaping, *Globalization and Changing Patterns in the Public Sphere International Conference CD* (ISBN 978-973-711-263-7).

### Presentations at international conferences

- October 2018 - *Building Brand Equity Through User Experience Design*, presented at **Strategica 2018. Challenging the Status Quo in Management and Economics**, organized by the Faculty of Management (SNSPA), the National Bank of Romania and SAMRO, Bucharest, Romania, 11-12 October 2018.
- November 2017 - *Managing People Dynamics through the Lens of Generation Y*, presented at **The 11<sup>th</sup> International Management Conference "The Role of Management in the Economic Paradigm of the XXI<sup>st</sup> Century"**, organized by the Romanian Academy of Economic Studies and SAMRO, Bucharest, Romania, 2-4 November 2017.
- September 2017 - *Managing Generation Y - A Theoretical Perspective*, presented at **Strategica 2017. Shift! Major Challenges of Today's Economy**, organized by the Faculty of Management (SNSPA) and the National Bank of Romania, Bucharest, 28-30 September 2017.
- June 2017 - *Personal identity in the altered reality age*, presented at **Redefining Community in Intercultural Context. Intercultural Pedagogy and Migration**, organized by „Henri Coandă” Air Force Academy (Romania), „Aldo Mori” University (Italy) and „Mihai Viteazul” National Intelligence Academy (Romania), Bari, Italy, 5-6 June 2017.
- May 2017 - *Changes of the Business Sector in the European Liberalized Markets: an Empirical Overview of Evidences from the Utilities Sector*, presented at **Entrepreneurs. Entrepreneurship - Challenges and Opportunities in the 21<sup>st</sup> Century**, organized by SNSPA, Bucharest, Romania, 18-20 May 2017.
- October 2016 - *Altering Dimensions. The Role of Augmented Reality in Music Marketing presented*, presented at **Strategica 2016. Opportunities and Risks in the Contemporary Business Environment**, organized by the Faculty of Management (SNSPA) and the National Bank of Romania, Bucharest, 20-21 October 2016.
- June 2016 - *The Music I Like Says a Lot About Me, Not About the People I Hang Out With! Personal Identities, Values and Music Preferences of the Romanian Digital Natives*, presented at **Conferência Internacional Música e Mobilidade Humana (ICMHM'16)**, part of the series of conferences **Redefining Community in Intercultural Context**, organized by Instituto de Etnomusicologia - Centro de Estudos em Música e Dança, Lisabona, Faculdade de Ciências Sociais e Humanas, Universidade Nova de Lisboa (FCSH/NOVA) and „Henri Coandă” Air Force Academy (Romania), Lisbon, Portugal, 7-9 June 2016.



- May 2016 – *Motivating generation Y university students to learn in the digital age*, presented at **EduProf International Conference, 5<sup>th</sup> edition, Professionalism in Education**, organized by the Bucharest Academy of Economic Studies, Bucharest, Romania, 26-27 May 2016.
- October 2015 - *A Study on Romania's Efforts to Promote Youth Participation in the Business Environment and Volunteer Work*, presented at **Strategica 2015. Local versus Global**, organized by the Faculty of Management (SNSPA) and the National Bank of Romania, Bucharest, 29-31 October 2015.
- May 2015 – *Mangers versus Digital Natives Employees. A Study Regarding the Perceptions of the Romanian Managers Working with Youngsters*, presented at the **16<sup>th</sup> EBES Conference**, organized by Eurasia Business and Economics Society, Bahçeşehir University, the Central Bank of the Republic of Turkey and **Istanbul Economic Research Association**, Istanbul, Turkey, 27-29 May 2015.
- October 2014 – *Do Romanian Youngsters Envision a CSR-oriented World? A Research Regarding Digital Natives' Values*, presented at **Strategica 2014. Management, Finance, and Ethics**, organized by SNSPA and the National Bank of Romania, Bucharest, Romania, 2-3 October 2014.
- September 2014 – *Digital Natives Coming of Age: Challenges for Managers* presented at **The International Conference Global Economics and Governance**", organized by SNSPA, Wuhan University (China), the Romanian Academy, National Taiwan University (China), Ming Chuan University (China), Romanian Chamber of Deputies and the Mayor House of Bucharest, Bucharest, 10-12 September 2014.
- June 2013 – *Brands Maintaining Relevance for Generation Y consumers* presented at **Strategica 2013. On Strategies in a Challenging World**, organized by the Faculty of Management (SNSPA), the Faculty of Communication and Public Relations (SNSPA) and the National Bank of Romania, Bucharest, Romania, 27-28 June 2013.
- November 2012 – *Generation Y: Views on Entrepreneurship*, presented at **AOM 2012 – Modern approaches to management and the economy of the enterprise** [Abordări moderne în managementul și economia organizației], organized by the Bucharest Academy of Economic Studies and SAMRO, Bucharest, Romania, 15-16 November 2012.
- November 2010 – *Decoding Popular Music Lyrics as a Resource for Identity Shaping*, presented at **Globalization and Changing Patterns in the Public Sphere International Conference**, organized by SNSPA, the Center for Research in Communication and the U.S. Fulbright Commission, Bucharest, Romania, 12-13 November 2010.