



PUBLICATIONS AND CONFERENCES

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- Vătămănescu, E.-M., & Andrei, A.-G. (2014). *Internaționalizarea afacerilor – dinspre analiza economică și de risc către leadershipul intercultural [Business internationalization: from economic and risk analyses towards intercultural leadership]*. Bucharest: Tritonic, 149 pages (ISBN: 978-606-8571-44-7).
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- Vătămănescu, E.-M., Alexandru, V.-A., & Vătămănescu, E. (2012). *Modele de aplicații din domeniile managementului, marketingului și administrării afacerilor [Models of applications in the field of management, marketing and business administration]*. Bucharest: Renaissance, 257 pages (ISBN: 978-606-637-106-3).

Books edited at publishing houses acknowledged by CNCIS / CNCS

- Vătămănescu, E.-M., & Pînzaru, F. (Eds.) (2018). *Knowledge Management in the Sharing Economy - Cross-Sectoral Insights into the Future of Competitive Advantage*. 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) - <http://www.springer.com/gb/book/9783319668895#aboutAuthors>.
- Pînzaru, F., Zbucnea, A., Brătianu, C., Vătămănescu, E.-M., & Mitan, A. (Eds.) (2017). *Strategica. Shift. Major Challenges of Today's Economy*. Bucharest: Tritonic (ISBN: 978-606-749-269-9).
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- Brătianu, C., Zbucnea, A., Pînzaru, F., & Vătămănescu, E.-M. (Eds.) (2014). *Strategica. Management, Finance, and Ethics*. Bucharest: Tritonic (ISBN: 978-606-8571-52-2).

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- Vătămănescu, E.-M., Alexandru, V.-A., Dincă, V.M., & Nistoreanu, B.G. (2018). A Social Systems Approach to Self-assessed Health and Its Determinants in the Digital Era. *Systems Research and Behavioral Science*, 35(4), 357-368. Retrieved from <https://onlinelibrary.wiley.com/doi/abs/10.1002/sres.2545> (IF: 0.860, AIS: 0.262).
- Vătămănescu, E.-M., Alexandru, V.-A., Cristea, G., Radu, L., & Chirica, O. (2018). A Demand-Side Perspective of Bioeconomy: The Influence of Online Intellectual Capital on Consumption. *Amfiteatru Economic*, 20(49), 536-552. DOI: 10.24818/EA/2018/49/536 (IF: 0.664, AIS: 0.062).
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- Vătămănescu, E.-M., Andrei, A.G., Gazzola, P., & Dominici, G. (2018). Online Academic Networks as Knowledge Brokers: The Mediating Role of Organizational Support. *Systems*, 6, 11; doi:10.3390/systems6020011 (indexed in ESCI).
- Vătămănescu, E.-M., Andrei, A.G., & Pînzaru, F. (2018). Investigating the online social network development through the Five Cs Model of Similarity: the Facebook case. *Information Technology & People*, 31(1), 84-110. Retrieved from <https://doi.org/10.1108/ITP-06-2016-0135> (IF: 1.339, AIS: 0.314).
- Bratianu, C., & Vătămănescu, E.-M. (2017). Students' perception on developing conceptual generic skills for business: a knowledge-based approach. *VINE Journal of Information and Knowledge Management Systems*, 47(4), 490-505. Retrieved from <https://doi.org/10.1108/VJIKMS-11-2016-0065> (indexed in ESCI).
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- Bratianu, C., & Vătămănescu, E.-M. (2018). The Entropic Knowledge Dynamics as a Driving Force of the Decision-Making Process. *The Electronic Journal of Knowledge Management*, 16(1), 1-12. Retrieved from www.ejkm.com.
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- Vătămănescu, E.-M., Pînzaru, F., Andrei, A.-G., & Alexandru, V.-A. (2014). An Insight into Romanian Business Consulting Organizations from an Ethical Standpoint. *Journal of Management Dynamics in the Knowledge Economy*, 2(3), 440-452. Retrieved from <http://www.managementdynamics.ro/index.php/journal/article/view/68/55>.
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- Hordilă - Vătămănescu, E.-M. (2008). Virtual Communities as a Technological Corollary of Global Communities. In Bârgăoanu, A., & Pricopie, R. (Eds.), *Education, Research and Innovation, Policies and Strategies in the Age of Globalization*. Bucharest: Comunicare.ro (ISBN: 978-973-711-161-6).

Presentations at international conferences

- October 2018 - *Theoretical Insights into SMEs’ Opportunities and Vulnerabilities in International Settings* at **Strategica 2018. Challenging the Status Quo in Management and Economics**, organized by SNSPA, National Bank of Romania and SAMRO, Bucharest, Romania, 11-12 October 2018.
- September 2018 - *The Influence of Knowledge Dynamics on the Managerial Decision-Making Process* at the **19th European Conference on Knowledge Management (ECKM 2018)**, organized by University of Padua, Italy, 6-7 September 2018.
- July 2018 - *Knowledge Management approaches of small and medium-sized KIBS firms: a descriptive analysis of four countries* at the **13th edition of the International Forum on Knowledge Asset Dynamics: Societal Impact of Knowledge and Design (IFKAD 2018)**, organized by Delft University of Technology, Delft, Netherlands, 4-6 July 2018.
- July 2018 - *Researchers under lens: handling knowledge from the life of mind towards practical outcomes for smart cities* at the **13th edition of the International Forum on Knowledge Asset Dynamics: Societal Impact of Knowledge and Design (IFKAD 2018)**, organized by Delft University of Technology, Delft, Netherlands, 4-6 July 2018.



- January 2018 - *Online academic networks as knowledge brokers. The mediating role of organizational support* at the **5th Business Systems Laboratory International Symposium "Cocreating Responsible Futures in the Digital Age: Exploring new paths towards economic, social and environmental Sustainability"**, organized by Business Systems Laboratory and University „Ferdinando II” of Naples, Italy, 22-24 January 2018.
- January 2018 - *Individual characteristics and environmental factors as predictors of SMEs employees' self-assessed health* at the **5th Business Systems Laboratory International Symposium "Cocreating Responsible Futures in the Digital Age: Exploring new paths towards economic, social and environmental Sustainability"**, organized by Business Systems Laboratory and University „Ferdinando II” of Naples, Italy, 22-24 January 2018.
- November 2017 - *Managing People Dynamics through the Lens of Generation Y* at **The 11th International Management Conference - IMC 2017 "The Role of Management in the Economic Paradigm of the XXIst Century"**, organized by Faculty of Management (A.S.E.), Bucharest, 2-4 November 2017.
- September 2017 - *Market-Oriented Sustainability. An Exploratory Study on a 'Two-Tailed Relationship'* at **Strategica. Shift. Major Challenges of Today's Economy**, organized by Faculty of Management (S.N.S.P.A.) and the National Bank of Romania, Bucharest, 28-30 September 2017.
- September 2017 - *Mapping intellectual capital through the lens of SMEs competitiveness* at **Business Systems Laboratory International WORKSHOP "Marketing and Innovation Strategies for Small and Medium-sized Enterprises (SMEs)"**, organized by Universitas Mercatorum, Rome, Italy, 11-12 September 2017.
- September 2017 - *The Impact of the Entropic Knowledge Dynamics in the Decision-Making Process* at the **"18th European Conference on Knowledge Management ECKM 2017"**, organized by International University of Catalonia, Barcelona, Spain, 7-8 September 2017.
- May-June 2017 - *Leveraging Business Relationships as SMEs Internationalization Drivers* at **"BASIQ International Conference: New Trends in Sustainable Business and Consumption 2017"**, organized by The Association for Innovation and Quality in Sustainable Business (BASIQ), Graz, Austria, 31 May - 3 June 2017.
- May 2017 - *Linking relational capital, sustainability and marketing advances in SMEs* at **"Entrepreneurs. Entrepreneurship - Challenges and Opportunities in the 21st Century"**, organized by S.N.S.P.A., Bucharest, Romania, 18-20 May 2017.
- November 2016 - *New Horizons for Business Research, Education and Practice: Integrating Interdisciplinary Tools and Cognitive Science Advancements* at the international conference **"SMART 2016 - Scientific Methods in Academic Research and Teaching"**, organized by Politehnica University of Timișoara and EDUSOFT Academy, Timișoara, 17-20 November 2016.
- October 2016 - *Forecasting consumers' standpoints on European e-commerce* at the international conference **"Strategica. Opportunities and Risks in the Contemporary Business Environment"**, organized by Faculty of Management (S.N.S.P.A.) and the National Bank of Romania, Bucharest, 20-21 October 2016.
- October 2016 - *Why extending examination with non-parametric approaches? Insights from a study on advertisement's effectiveness* at the international conference **"Strategica. Opportunities and Risks in the Contemporary Business Environment"**, organized by Faculty of Management (S.N.S.P.A.) and the National Bank of Romania, Bucharest, 20-21 October 2016.
- October 2016 - *Developing Generic Skills in Business Education* at **"The 2nd International Scientific Conference SAMRO 2016. News, Challenges and Trends in Management of Knowledge-Based Organizations"**, organized by "Lucian Blaga" University of Sibiu and the Romanian Academic Society of Management, Păltiniș, 14-16 October 2016.
- September 2016 - *Students' Perception on Developing Conceptual Generic Skills for Business* at the **"17th European Conference on Knowledge Management"**, organized by Ulster University, Northern Ireland, UK, Belfast, 1-2 September 2016.



- September 2016 – *The Impact of Relational Capital on SME Internationalization. Leveraging Online Versus Offline Business Networking* at the “**17th European Conference on Knowledge Management**”, organized by Ulster University, Northern Ireland, UK, Belfast, 1-2 September 2016.
- June 2016 - *Seeking sustainability at the international level: an investigation of B2B relationships* presented at “**The 9th International Conference for Entrepreneurship, Innovation and Regional Development Responsible Entrepreneurship. Vision, Development and Ethics**”, organized by the National University of Political Studies and Public Administration (SNSPA), Bucharest, Romania and the University of Sheffield International Faculty, CITY College, Thessaloniki, Greece, in Bucharest, Romania, 23-24 June 2016.
- June 2016 - *Ethical challenges in the online media landscape*, presented at “**Governing for the Future: Interdisciplinary Perspectives for a Sustainable World**”, organized by the National University of Political and Administrative Studies (SNSPA), Bucharest, Romania, 9-12 June 2016.
- May 2016 - *Europeanization through the students' lens. Is there a collective identity?*, presented at “**EURINT 2016 International conference: The Eastern Partnership under strain - time for a rethink?**”, organized by the Centre for European Studies from “Alexandru Ioan Cuza” University, Iași, Romania, 20-21 May 2016.
- October 2015 - *The relational leader. A preliminary framework for corporate intercultural accommodation*, presented at “**Strategica. Local versus Global**”, organized by the Faculty of Management (S.N.S.P.A.) and the National Bank of Romania, Bucharest, 29-31 October 2015.
- September 2015 – *Storytelling as a Knowledge Strategy in Higher Education Institutions*, presented at “**16th European Conference on Knowledge Management**”, organized by University of Udine, Italy, 3-4 September 2015.
- June 2015 – *Towards a sustainability framework for relationship marketing. An insight into European steel pipe businesses* presented at “**New Trends in Sustainable Business and Consumption**”, organized by the Association for Sustainable Business Innovation and Quality, Amfiteatru Economic and the Faculty of Business and Tourism (A.S.E.), Bucharest, 18-19 June 2015.
- June 2015 - *Youths' trust in banking. An exploratory study among Romanian consumers*, presented at “**Euro and the European Banking System: Evolutions and Challenges**”, organized by “Alexandru Ioan Cuza” University, Iași, 4-6 June 2015.
- May 2015 – *New media as a catalyst of the European identity*, presented at “**EURINT 2015 International conference: Regional development and integration. New challenges for the EU**”, organized by the Centre for European Studies from “Alexandru Ioan Cuza” University, Iași, 22-23 May 2015.
- April 2015 - *Exploring network-based intellectual capital as a competitive advantage. An insight into European universities from developing economies*, presented at “**7th European Conference on Intellectual Capital**”, organized by the Technical University of Cartagena, Cartagena, Spain, 9-10 April 2015.
- November 2014 - *An Insight into the Work-Life Balance in the Romanian Services Sector*, presented at “**The 24th International Business Information Management Association Conference**”, organized by the International Business Information Management Association (IBIMA), Milan, Italy, 6-7 November 2014.
- October 2014 – *Online News and the Plagiarism Outlet in the Digital Era*, presented at “**International Conference Media and the Public Sphere. Evaluating Media Ethics in the Digital Era**”, organized by S.N.S.P.A., Bucharest, 23 October 2014.
- October 2014 – *The Five Cs Model of Business Internationalization (CMBI) – a preliminary theoretical insight into today's business internationalization challenges*, presented at



“**STRATEGICA**”, organized by S.N.S.P.A. and the National Bank of Romania, Bucharest, 2-3 October 2014.

- September 2014 – *Investigating Facebook friendships through the Five Similarity Dimensions*, presented at “**ICSS 2014, International Conference on Social Sciences**”, organized by the Romanian Academy of Sciences, Bucharest, 19-20 September 2014.
- September 2014 – *Facebook usage as a social documentation tool within the college admission procedure*, presented at “**SMART 2014 - Social Media in Academia: Research and Teaching**”, organized by the West University of Timișoara, 18-21 September 2014.
- September 2014 – *Going International - SMEs Internationalization Projects through the Lens of Globalization*, presented at “**The International Conference Global Economics and Governance**”, organized by S.N.S.P.A., Bucharest, 10-12 September 2014.
- June 2014 – *Being Ethical in the Business Arena. The Case of Business Consulting Managers*, presented at “**1st International Conference on Comparative Public Administration and Management**”, organized by S.N.S.P.A. and the Kaunas Technological University (Lithuania), Bucharest, 19 June 2014.
- October 2013 – *Common identity-based and common bond-based groups in non-profit organizations: patterns of interaction, attachment and social network configuration* presented at “**Qualitative Research in Communication**”, organized by S.N.S.P.A., Bucharest, 3-4 October 2013.
- June 2013 – *The Proteus Effect in the Context of Facebook Virtual*, presented at “**Strategica**”, organized by S.N.S.P.A., Bucharest, 27-28 June 2013.
- September 2011 – *The Investigation of the Virtual Social Networks through the 5 C Model of Similarity. The Facebook Case*, presented at “**Identity and Intercultural Communication**”, organized by S.N.S.P.A., Communication Institute from Lyon 2 University, France and COX International Centre from Georgia University, US., Bucharest, 26-27 September 2011.
- November 2010 - *The Specificity of the Experiential Learning Process in Virtual Communities. A Romanian case study*, presented at “**Education, Research, Innovation, Technology and International Collaboration**”, organized by the International Association for Technology, Education and Development (IATED), Madrid, Spain, 15 -17 November 2010.
- November 2010 - *The Functions of Similarity in the Online Social Networks*, presented at “**Globalization and Changing Patterns in the Public Sphere**”, organized by S.N.S.P.A., Bucharest, 12-13 November 2010.
- November 2010 - *The Foundations of Similarity in the Online Social Networks. An Insight on a Preliminary Theoretical Model of Online Similarity*, presented at “**Studies of Values and Differentiation: Sociological Viewpoints**”, organized by Charles University in Prague, Czech Republic, 8 - 9 November 2010.
- August 2010 - *The Application of the Communication Accommodation Theory to Virtual Communities. A preliminary research on the online identities*, presented at “**The International Conference on Interdisciplinary Social Sciences**”, organized by Cambridge University, Great Britain, 2-5 August 2010.
- April 2010 - *The Social and Cultural Patterns in the Context of Global Interaction. An Overview on the Communication Accommodation Theory*, presented at “**The Third International Conference on Adult Education**”, organized by “Alexandru Ioan Cuza” University, Iași, Romania, 25-29 April 2010.
- November 2009 - *The Representation of Otherness in the Virtual Environment*, presented at “**R&D Perspectives. Promoting Innovation through Education, Culture and Communication**”, organized by S.N.S.P.A., Bucharest, 6-7 November 2009.
- September 2009 – *Virtual Communities as a Technological Corollary of Global Environment. Alterity vs. Similarity*, presented at “**9th European Sociological Association Conference**”, organized by the University of Lisbon, Portugal, 2-5 September 2009.



- July 2009 - *Roots and Routes of Similarity in Virtual Communities*, presented at “**The Fourth International Conference on Interdisciplinary Social Sciences**”, organized by University of Athens, Greece, 8-11 July 2009.
- May 2009 – *The Role of Social Similarity in Online Communities Environment*, presented at “**Interdisciplinary New Media Studies. Trajectories in Researching New Media Systems, E-business Management and E-publishing**”, organized by “Babeș-Bolyai” University, 21-23 May 2009.
- May 2008 – *Virtual Communities as a Technological Corollary of Global Communities*, presented at “**Education, Research and Innovation, Policies and Strategies in the Age of Globalization**”, organized by S.N.S.P.A., Bucharest, 30-31 May 2008.