

**Lista de lucrări în domeniul de studii universitare de licență
Amenajări și Construcții Hidrotehnice**

Numele și prenumele: Alexa Elena Lidia

A. Teza de doctorat

Instituție: Universitatea „Alexandru Ioan Cuza” Iași

Perioada: oct. 2009 – apr. 2014

Coordonator: Prof. Univ. Dr. Ștefan Prutianu

Titlul tezei: *Marketingul urban și impactul acestuia asupra competitivității centrelor urbane*

Titlul: Doctor în marketing, Ordinul Ministrului Educației Naționale nr. 165 din 07.04.2014.

B. Cărți (manuale, monografii, tratate, îndrumare etc.) publicate în străinătate.

C. Cărți (manuale, monografii, tratate, îndrumare etc.) publicate în țară, la edituri recunoscute CNCSIS.

1. **Alexa, L.**, Lăzărescu, R.P. (2022). *Managementul marketingului. Teorie. Aplicații. Teste grilă*. Ed. Performantica, Iași. 240 de pagini. ISBN 978-606-685-961-5.
2. Lidia Alexa (2021), *Managementul marketingului. Note de curs*. Editura Performantica, Iași, ISBN 978-606-685-840-3, 154 pagini
3. Avasilcăi, S., Huțu, C.A., **Alexa E. L.** (2016), *Metodologia de cercetare* cap. în Inovare prin Co-creare în era online, editori Avasilcăi, S., Huțu, C.A, pp. 65-86, Ed. Performantica, Iași, 434 pag.
4. **Alexa E. L.** (2016), *Studiu de caz DELL* cap. în Inovare prin Co-creare în era online, editori Avasilcăi, S., Huțu, C.A, pp. 219-243, Ed. Performantica, Iași, 434 pag.
5. Stoica, C.M., **Alexa E.L.**, (2016) *Marketing educațional*, Ed. Tehnopress Iași, ISBN 978-606-687-247-8 – 125 de pagini.
6. Stoica, C.M., **Alexa E.L.** (2010). *Cercetări de marketing. Teorie și aplicații*. Editura C.H. Beck, București, 296 de pagini. ISBN 973-115-777.

D. Cărți (manuale, monografii, tratate, îndrumare etc.) publicate pe plan local.

E. Cărți (manuale, monografii, tratate, îndrumare etc.) publicate pe web.

1. Suport de curs Cercetări de marketing. 49 de pagini
2. Suport de curs Bazele managementului II. 77 de pagini
3. Suport de curs Educație antreprenorială. 60 de pagini
4. Suport de curs E-Business. 65 de pagini.
5. Suport de curs Managementul ciclului de viață al produselor. 40 de pagini.
6. Suport de curs Managementul ciclului de viață al produsului. 56 de pagini.

7. Suport de curs Educație antreprenorială. 48 de pagini.
8. Suport de curs Administrarea proiectelor în Era digitală. 49 de pagini.

F. Lucrări științifice publicate în reviste cotate ISI sau indexate în baze de date internaționale.

Reviste cotate ISI

1. **Alexa, L.**, Alam, M. M. D., Chelariu, C., Rahman, S. A., & Taghizadeh, S. K. (2024). Exploring the Institutional and Personal Determinants of Social Entrepreneurial Intentions: A Cross-Country Analysis. *Journal of Social Entrepreneurship*, 1–32. IF 2,6 Q3
2. Dosoftei, C.C., **Alexa, L.** Students' perception of peer teaching in engineering education: a mixed-method case study. *HUMANITIES & SOCIAL SCIENCES COMMUNICATIONS*, 11, 793 (2024). IF 3,7, Q1 <https://doi.org/10.1057/s41599-024-03349-y>
3. **Alexa, L.**, Pîslaru, M., Avasilcăi, S., Lucescu, L., Bujor, A., Avram E. (2022). Exploring Romanian Engineering Students' Perceptions of Covid-19 Emergency e-Learning Situation. A Mixed-Method Case Study. *Electronic Journal of e-Learning*, 20(1), pp. 19-35. ISSN 1479-4403. doi: <https://doi.org/10.34190/ejel.20.1.2190>. WOS:000799107600002. IF: 1,05.
4. Mohammad Ali Ashraf, Mirza Mohammad Didarul Alam, **Lidia Alexa** (2021), Making decision with an alternative mind-set: Predicting entrepreneurial intention toward f-commerce in a cross-country context, *Journal of Retailing and Consumer Services*, ISSN: 0969-6989, WOS:000632435300006. <https://www.sciencedirect.com/science/article/pii/S0969698921000412?via%3Dihub>
5. Seyedeh Khadijeh Taghizadeh, Syed Abidur Rahman, Davoud Nikbin, Mirza Mohammad Didarul Alam, **Lidia Alexa**, Choo Ling Suan & Shirin Taghizadeh (2021) Factors influencing students' continuance usage intention with online learning during the pandemic: a cross-country analysis, *Behaviour & Information Technology*, DOI: [10.1080/0144929X.2021.1912181](https://doi.org/10.1080/0144929X.2021.1912181). WOS:000639089400001. <https://www.tandfonline.com/doi/abs/10.1080/0144929X.2021.1912181?journalCode=tbit20>
6. **Alexa L**, Apetrei A, Sapena J. (2021) The COVID-19 Lockdown Effect on the Intention to Purchase Sustainable Brands. *Sustainability*. 2021; 13(6):3241. WOS:000645718100001. <https://doi.org/10.3390/su13063241>. <https://www.mdpi.com/2071-1050/13/6/3241>
7. **Alexa, L.**; Maier, V.; Șerban, A.; Craciunescu, R. Engineers Changing the World: Education for Sustainability in Romanian Technical Universities — An Empirical Web-Based Content Analysis. *Sustainability* **2020**, 12 (5), 1983. ISSN 2071-1050. WOS:000522470900284. <https://www.mdpi.com/2071-1050/12/5/1983>
8. Avadanei, M., Olaru, S., Ionescu, I., Ursache, M., Ciobanu, L., **Alexa, L.**, Luca, A., Olmos, M., Aslanidis, T., Belakova, D., Silva, C., (2020) ICT new tools for a sustainable textile and clothing industry, In: *Industria Textila*, 2020, 71, 5, 504-512, WOS:000586533900015. http://revistaindustriatextila.ro/images/2020/5/015%20MANUELA%20AVADANEI_Industria%20Textila%205_2020.pdf

Reviste ISI Proceedings

9. Bagiu, N., Avasilcăi, S., **Alexa, L.** (2020) Exploring the opportunity for a hybrid methodology in project management: a focus group approach, *IOP Conf. Series: Materials Science and Engineering* 898 (2020) 012045 IOP Publishing doi:10.1088/1757-899X/898/1/012045
10. **Alexa, L.**; Alam, M.M.D. (2019) Industry 4.0 adoption. An overview of European Union Enterprises, in Proceedings of the 34th IBIMA Conference: Vision 2025: Education Excellence and Management of Innovations through Sustainable Economic Competitive Advantage, 13-14 November 2019, Madrid, Spain. 978-0-9998551-3-3. WOS:000561117201022
11. **Alexa, L.**, Avasilcai, S., Pislaru, M. (2018) *Creativity as a Service - The Case of eYeka*, in Soliman, KS (Ed.) Innovation Management And Education Excellence Through Vision 2020, VOLS I –XI, Proceedings of the 31st International-Business-Information-Management-Association Conference, APR 25-26, 2018, Milan, ITALY, ISBN:978-0-9998551-0-2, pp. 5171-5178, Accession Number: WOS:000444067202141
12. Pislaru, M., **Alexa, L.**, Avasilcai, S., (2018) *Assessment of Project Management Implementation Based On Fuzzy Logic Approach*, in Soliman, KS (Ed.) Innovation Management And Education Excellence Through Vision 2020, Vols I–XI, Proceedings of the 31st International-Business-Information-Management-Association Conference, APR 25-26, 2018, Milan, ITALY, ISBN:978-0-9998551-0-2, pp. 6079-6086, Accession Number: WOS:000444067203030
13. Bagiu, N., Avasilcăi, S., **Alexa, L.**, (2018) „An “agile” approach to develop a crowdsourcing platform: the case of Cre@tive.biz”, 04011, Annual Session of Scientific Papers ModTech 2018, IOP Conf. Series: Materials Science and Engineering 400 (2018) 062003, DOI: 10.1088/1757-899X/400/6/062003, eISSN: 2261-236X, no. 184, pp 1 – 8, Accession Number: WOS:000461147400145
14. Bagiu, N., Avasilcăi, S., **Alexa, L.**, Pislaru, M. (2018) *Balancing contrasting approaches to develop an online community: The case of CRE@TIVE.BIZ*, Proceedings of 6th RMEE International Management Conference: „Performance Management or Management Performance? ”, 20-22 septembrie, Cluj-Napoca, ISSN: 2247 – 8639, pp. 572 – 577. WOS:000471723700079
15. **Lidia Alexa**, Silvia Avasilcăi (2017), *An Empirical Research on Co-Creation in the Romanian Electronic Industry: The E-PICUS Case*, Proceedings of the 29th International Business Information Management Association Conference - Sustainable Economic Growth, Education Excellence, and Innovation Management through Vision 2020, pp. 2211 – 2216, ISBN: 978-0-9860419-7-6, Accession Number: WOS:000410252701090.
16. **Lidia Alexa**, Silvia Avasilcăi (2017), *Online Marketing as Part of the Internationalization Strategy An Analysis over Website Communication*, Proceedings of the 30th International Business Information Management Association Conference, Vision 2020: Sustainable Economic development,

Innovation Management, and Global Growth, pp. 2043-2056. ISBN: 978-0-9860419-9-0, Accession Number: WOS:000443640501075

17. **Alexa, E.L.**, Alexa, M., Stoica, C.M. (2012) *Marketing Evolution: from Product Marketing to City Marketing*, Proceedings of 18th IBIMA Conference on Innovation and Sustainable Economic Competitive Advantage: From Regional Development to World Economies, Istanbul, Turkey, ISBN 978-0-9821489-7-6. Indexat ISI Web of Science și SCOPUS. WOS:000317549801019
18. **Alexa, E.L.**, Alexa, M., Stoica, C.M. (2012) *The Use Of Online Marketing And Social Media In Higher Education Institutions In Romania*, Journal of Marketing Research & Case Studies, ISSN: 2165-7009, 9 pages. Revista indexată în EBSCOhost: Business Source Complete, EBSCOhost: Business Source Corporate Plus, Cabell's Directory, ProQuest, Ulrich's Periodicals Directory, Media Finder, J-Gate, JournalSeek, Airiti Library, CNKI Scholar, WorldCat. WOS:000317550000032

Reviste incluse în alte BDI

19. N Bagiu, S Avasilcăi, **L Alexa** (2019) *An overview of strategic issues in the evolution of IT industry*, IOP Conference Series: Materials Science and Engineering, Volume 568, Annual Session of Scientific Papers "IMT ORADEA 2019" 30–31 May 2019, Oradea, Felix SPA, Romania.
20. Pîslaru M., Avasilcăi S., **Alexa L.E.** (2019) Fuzzy Modeling of Customized Solutions for Corporate Performance Assessment. In: Bilgin M., Danis H., Demir E., Can U. (eds) Eurasian Business Perspectives. Eurasian Studies in Business and Economics, vol 10/1. 255-266, Springer, Cham.
21. **Lidia Alexa**, Silvia Avasilcăi (2018) *The requirement elicitation process of designing a collaborative environment – The CRE@TIVE.BIZ case*, MATEC Web Conf. Volume 184, 2018 Annual Session of Scientific Papers IMT ORADEA 2018, ISSN, 2261-236X, DOI: 10.1051/mateconf/201818404010
22. **Alexa, E.L.**, Avasilcăi, S., Hutu, C.A. (2017) Crowdsourcing: concepte și abordări, Revista de Management și Inginerie Economica, Ed. Todesco, Cluj-Napoca, ISSN 1583-624x, Vol. 16, No. 4(66) (B+ CNCSIS, indexată EBSCO, ULRICH'S Periodicals Directory, Index Copernicus, Cabell's directory)
23. Adriana BUJOR, Silvia AVASILCAI, **Lidia ALEXA** (2017) *Co-creation in fashion industry: the case of Awaytomars*, Revista Annals of the Oradea University. Fascicle of Management and Technological Engineering, CNCSIS "Clasa B+", ISSN 2501-5796 (CD edition), ISSN 1583-0691 (online), ISSN-L 1583-0691 (online), Volume XXVI (XVI), 2017/3, DOI: 10.15660/AUOFMTE.2017-3.3295, pp. 22-25
24. **Lidia ALEXA**, Silvia AVASILCĂI, Adriana BUJOR (2017) *An open innovation marketplace: The case of Innocentive*, Revista Annals of the Oradea University. Fascicle of Management and Technological Engineering, CNCSIS "Clasa B+", ISSN 2501-5796 (CD edition), ISSN 1583-0691 (online), ISSN-L 1583-0691 (online)

25. **Alexa, E.L.**, Avasilcăi, S., Huțu, A.C, (2016) *Developing Online Co-Creation Instruments Based On A Focus Group Approach: The E-Picus Case*, Proceedings Of The Annual Session Of Scientific Papers IMT Oradea 2016 Volume XV (XXV) IMTU, 49-52 pp, ISBN 978-606-10-1537-5
26. Pîslaru, M, **Alexa E. L.**, (2016) *Environmental Management Of A Company Based On Fuzzy Model* - Proceedings Of The Annual Session Of Scientific Papers IMT Oradea 2016 Volume XV (XXV) IMTU, University of Oradea, 67-72 pp., ISBN 978-606-10-1537-5, DOI: 10.15660/AUOFMTE.2016-2.3243
27. **Alexa, E.L.**, Alexa, M., (2015) *A Conceptual Approach Over E-Business Model Evaluation*, Review of Management and Economic Engineering, Volume 14, No. 4 (58), ISSN 1583-624X Revistă Indexată În Ulrich's Periodicals Directory, Ebsco Business Source(R) Complete Database, Index Copernicus, Cabell's Directory
28. **Alexa, E.L.**, Alexa, M., Avasilcăi, S. (2014) *An empirical research on open innovation and co-creation: the IdeaStorm project by DELL*, Review of Management and Economic Engineering, Volume 13, No. 4 (54), 779-788, ISSN 1583-624X Revistă indexată în ULRICH'S Periodicals Directory, EBSCO Business Source(r) Complete database, Index Copernicus, Cabell's directory.

G. Lucrări științifice publicate în reviste din străinătate.

H. Lucrări științifice publicate în reviste din țară, recunoscute CNCSIS.

I. Lucrări științifice publicate în volumele conferințelor.

1. Șerban, **L. Alexa**, V. Maier, R Crăciunescu (2021), Shaping the pathways to entrepreneurship. Entrepreneurial education in Romanian technical universities, 16th European Conference on Innovation and Entrepreneurship, ECIE 2021, 16-17 Septembrie, 2021, Lisabona, Portugalia, ISBN – 978-1-914587-09-2, pp. 883 – 891
2. L.C. SIMION, S. AVASILCAI, **E.L ALEXA (2021)**, Transition Industry 4.0 to 5.0-Renaissance of Human Driven Approach Adding Value to People & Management Performance, *Strategica. Shaping the Future of Business and Economy*, ISBN: 978-606-749-579-9, pp. 897-917
3. Maier, V., **Alexa, L.**, Craciunescu, T. (2020) *Online Education during the COVID19 Pandemic: Perceptions and Expectations of Romanian Students*, ECEL 2020 - Proceedings of the 19th European Conference on e-Learning, 28-30 October 2020, A Virtual Conference, ISBN: 978-1-912764-78-5. DOI:10.34190/EEL.20.147
4. **Alexa, E.L.**, Avasilcăi, S., Bujor, A. (2017) *Multiple Stakeholders's Co-Creation Process in New Product Development: An Exploratory Analysis*, Proceedings Of The Annual Session Of Scientific Papers IMT Oradea 2017, MATEC Web Conf. Volume 126, DOI: <https://doi.org/10.1051/mateconf/201712604005>
5. Tudose, B., **Alexa, E.L.**, (2017), *The Effect of Marketing Spending on Sales – An Empirical Analysis on the Automotive Industry*, Proceedings Of The Annual Session Of Scientific Papers IMT Oradea 2017, MATEC Web Conf. Volume 126, DOI: 10.1051/mateconf/201712604004

6. Bujor, A., Avasilcăi, S., **Alexa, E.L.**, (2017), *The Nature of the Creative Workforce*, Proceedings Of The Annual Session Of Scientific Papers IMT Oradea 2017, MATEC Web Conf. Volume 126, DOI: 10.1051/mateconf/201712604010
7. Pislaru, M., Avasilcăi, S., **Alexa, E.L.** (2017) *Urban recyclability: a creative approach based on fuzzy assessment*, 17th International Multidisciplinary Scientific Conference SGEM 2017 Conference Proceeding Volume 17, pp. 267-274, ISSN 1314-2704, ISBN 987-619-7408-28-7.
8. **L. Alexa**, M Alexa, S Avasilcăi, (2016) *Gaining a Competitive Edge through Action Design Research*, *ModTech International Conference - Modern Technologies in Industrial Engineering IV*, IOP Conf. Series: Materials Science and Engineering 145, DOI: 10.1088/1757-899X/145/6/062001.

J. Invenții

K. Contracte de cercetare

Participare la contracte de cercetare/granturi în calitate de membru în echipa de proiect:

Contracte la nivel national

1. 2023 – Erasmus+ KA2, 2022-1-FI01-K4220-HED-000090147 – *Inclusion to Digital Learning* (Dig2Ing). Contract nr. 23772/28.02.2023. 5 luni. Membru în echipa de implementare.
2. 2023 - Erasmus + KA20HED, 2021-1-RO01-KA220-HED-000027527 – *Innovative smart textiles & entrepreneurship* (Hacktex). 6 luni. Membru în echipa de implementare.
3. 2022 - SMIS 142152 – *Suținerea Tinerilor pentru afaceri reușite* (STAR). Contract de muncă nr. 22095 din 7.01.2022. 3 luni. Membru în echipa de implementare.
4. 2022 – Grant intern Top-down, nr. GI-TD-DigitAll-10/2022. *Centru pentru Antreprenoriat în sectorul digital* (CEASeD). 6 luni. Membru în echipa de implementare.
5. 2022 - Contract cercetare agent economic nr. 220607022 - East Marketing Insights. Valoare 31.063,76 lei (6339,54 Euro). Director de proiect.
6. 2021 - Sustainable Entrepreneurship Summer School (SESS). Proiect nr. JAR2021_014 derulat în cadrul programului Universitatea Antreprenorială, finanțat de Romanian-American Foundation prin Junior Achievement Romania. Manager de proiect.
7. 2020 - Sustainable Entrepreneurship Summer School (SESS). Proiect nr. JAR2020_018 derulat în cadrul programului Universitatea Antreprenorială, finanțat de Romanian-American Foundation prin Junior Achievement Romania. Manager de proiect.
8. 2020 - 2021 Dezvoltarea culturii antreprenoriale a studenților de la inginerie și arhitectură prin crearea unei rețele de centre de pregătire în antreprenoriat-AntreprenorIng. Membru în echipa de implementare.
9. 2020 - 2021 - Erasmus+:Skills4Smart TCLF Industries 2030, acronim TCLF, nr. 2017-3536/001-001. Membru în echipa de implementare.
10. 2019 TCBL –Textile and Clothing Business Labs, Transformative Business Models for the Textile Clothing. Nr. proiect: SEP-210187456 Programul de finanțare: H2020-NMP-2014-two-stage

- 11.2019 - Contract CNFIS-FDI-2019-0021 Internaționalizarea Educației pentru Studenți la TUIASI - International Week for Phd Students and Researchers - Workshop on Social Entrepreneurship Education
- 12.2018-2020 - Erasmus+ 2017-1-ESO1-KA202-038419 - *Circular ECOnomy Innovative Skills in the TEXtile Sector* (ECOTEX).
- 13.2018-2019 - Erasmus+ 2017-1-UK01-KA202-036733 - *Boosting online cross-border sales of shoes through e-commerce coaching for SMEs from the shoe industry* (Boost4Shoes).
- 14.2017 – 2018 - CNFIS – FDI -2017 – 0206, *International la puterea t*, financed through the Institutional Development Fund 2016, National Council for Financing Higher Education, Domain 2: Romanian Higher Education Internationalization.
- 15.2017 – 2018 – PN-III-P2-2.1-PED-2016-0689, *Digital Innovation Model for Business Ecosystems from Creative Industries* - CRE@TIVE.BIZ, “Gheorghe Asachi” Technical University of Iasi.
- 16.2015 - Proiect PN-II-PT-PCCA-2013-4-1811 “*E-soluții de inovare prin implicarea pro-activa a clienților in crearea de valoare pentru creșterea competitivității organizaționale*” (E-PICUS), 2014-2016, contract nr. 322/2014, Membru în echipa de implementare.

L. Premii, distincții.

M. Alte realizări semnificative.

Data:
22.09.2026

Semnătura: