

Nume Prenume: **MILOVAN-CIUTA ANCA-MARIA**

Grad didactic: Conf. Univ. Dr.

Lista de lucrări

1. Milovan, A.M.; Dobre, C.; Moisescu, O. (2025). Boosting brand behavioral intentions via integrated explicit product placements in podcasts, *Journal of Business Research*, vol. 189, 115129, ISSN 0148-2963, eISSN 1873-7978, <https://doi.org/10.1016/j.jbusres.2024.115129> WOS:001394936700001 (JCR 2023-BUSINESS/ SSCI / Q1)
2. Petrescu, M.; Siqueira, J. R.; Dobre, C.; Mrad, S. B.; Milovan, A. M.; Kara, A. (2025). Social comparison and self-determination in luxury consumption motivations, *Psychology & Marketing*, vol. 42 (2), pp. 292-310. ISSN 0742-6046, eISSN 1520-6793 <https://doi.org/10.1002/mar.22126> WOS:001326578800001 (JCR 2023- BUSINESS/ SSCI / Q1)
3. Zeqiri, J., Koku, P.S., Dobre, C., Milovan, A.-M., Hasani, V.V. and Paientko, T. (2025), The impact of social media marketing on brand awareness, brand engagement and purchase intention in emerging economies, *Marketing Intelligence & Planning*, Vol. 43 No. 1, pp. 28-49. ISSN 0263-4503 <https://doi.org/10.1108/MIP-06-2023-0248> WOS:001268352500001(JCR 2023- BUSINESS/ SSCI / Q2)
4. Petrescu, M., Kachen, S., Dobre, C., Milovan-Ciuta, A. & Orzan, M. (10 Mar 2024): Decoding the dual desire: Expressive and impressive motivations for neo-luxury wearables, *Journal of Marketing Communications*, DOI: 10.1080/13527266.2024.2328558, WOS:001370299500001, ISSN 1352-7266, Indexări: EBSCO (Business Source Corporate, Business Source Premier, TOC Premier, Advanced Placement Source, Business Source Alumni Edition, Business Source Complete, Communication & Mass Media Comple, Sales & Marketing Learning Center); Emerald Abstracts (Emerald Management Reviews); Emerging Sources Citation Index (ESCI); FeaturesExec; IBZ; OCLC ArticleFirst Database; OCLC FirstSearch Electronic Collections Online; PIRA International (Management and Marketing); PsycINFO; Scopus; Swets Information Services; and Thomson Gale
5. Dobre, C., **Milovan, A.-M.**, Preda, G. and Naghi, R. (2023). Post-purchase behaviour triggers in branded mobile shopping apps, *Marketing Intelligence & Planning*, Vol. 41., No. 3, pp. 344-359, ISSN 0263-4503, <https://doi.org/10.1108/MIP-08-2022-0357> , WOS:000933174300001 (JCR 2023- BUSINESS/ SSCI / Q2)
6. Petrescu, M., Kitchen, P., Dobre, C., Ben Mrad, S., **Milovan Ciuta, A.**, Goldring, D., Fiedler, A., (2022). Innocent until proven guilty: suspicion of deception in online reviews. *European Journal of Marketing*, Vol. 56 No. 4, pp. 1184-1209, <https://doi.org/10.1108/EJM-10-2019-0776>, WOS:000782134700001 (JCR 2023-BUSINESS/ SSCI / Q2)

7. 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*, 16(7), 2532-2553, ISSN 0718-1876, <https://doi.org/10.3390/jtaer16070139>, WOS: 000737562900001, (JCR 2023- BUSINESS/ SSCI / Q2)
8. 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*, 7(1), 33-59, ISSN 1849-8795 și 1849-9015, Indexări: Hrčak; **ERIH PLUS**; Index Copernicus International; Scientific Indexing Service (SIS) database; International Scientific Indexing (ISI); **DOAJ**; Scilit; Directory of Research Journals Indexing (DRJI); Google Scholar; WorldCat; Crossref; Open Science Directory; BASE
9. Petrescu, M., Dobre, C., **Milovan-Ciuta, A.**, (2018). Social bonds and millennial consumers' activity in social networks, *International Journal of Internet Marketing and Advertising*, 12 (3), pp. 290-304. Indexări: ESCI, SCOPUS, PROQUEST, REPEC
10. Dobre, C., Dragomir, A. C., **Milovan, A.M.** (2013), A marketing perspective on the influences of waiting time and servicescape on perceived value, *Management & Marketing*, 1842-0206, No4, Vol. 8. Indexări: DOAJ, REPEC, EBSCO, CABELL'S Directory, ERIH PLUS

Timișoara
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