

Lista de lucrări științifice publicate-POPA Alexandra

1. **Zaif, Alexandra & Cerchia, Alina Elena(2015)**- „*The importance of Social Media as part of Marketing Strategy*”, Section 2 ,M 204,Economic Sciences International Conference at Titu Maiorescu University, Nov. 19-21,2015,Education and Creativity for a knowledge-based Society(9th Edition), ISSN 2248-0064, ISBN 978-3-9503145-3-3, <https://ideas.repec.org/a/ddj/fserec/y2019p119-127.html>.
2. **Zaif, Alexandra(2016)**- „*The Impact of Brand Awareness on Companies`Marketing Strategies*”, “Risk in Contemporary Economy” International Conference, XVIIth Edition, 2016, Galati, Romania,“Dunarea de Jos” University of Galati – Faculty of Economics and Business Administration”, ISSN-L 2067-0532, ISSN online 2344-5386, <https://pdfs.semanticscholar.org/54f9/bdd9662da7c4ed5e83ef9e7eaa6f9636b223.pdf>.
3. **Grigorescu, Adriana & Zaif, Alexandra(2017)**- „*The concept of glocalization and its incorporation in global brands` marketing strategies*”, International Journal of Business and Management Invention, ISSN (Online): 2319 – 8028, ISSN (Print): 2319 – 801X, www.ijbmi.org || Volume 6 Issue 1 || January. 2017 || PP—70-74 .
4. **Zaif, Alexandra & Cerchia, Alina Elena(2018)**- „*The Influence of Brand Awareness and Other Dimensions of Brand Equity in Consumer`s Behaviour: The „Affordable Luxury” Strategy`*” , “Ovidius” University Annals, Economic Sciences Series Volume XVIII, Issue 1(2018), disponibil la: <http://stec.univ-ovidius.ro/html/anale/RO/wp-content/uploads/2018/08/27-1.pdf>.
5. **Zaif, Alexandra & Cerchia , Alina Elena(2019)** -“*The Importance of Integrating Digital Marketing within the Sales Strategy of Luxury Brands*”, Risk in Contemporary Economy International Conference, „Dunarea de Jos” University of Galati, Faculty of Economics and Business Administration, pages 119-127.
6. **Cerchia, Alina Elena& Zaif, Alexandra(2019)**- „*Customer Relationship Management in Romanian Banks`*”, „Ovidius” University Annals, Economic Sciences Series Volume XIX, Issue 2 /2019, disponibil la : <http://stec.univ-ovidius.ro/html/anale/RO/wp-content/uploads/2020/02/Section%20IV/7.pdf>.
7. **Zaif, Alexandra & Cerchia, Alina Elena(2019)**-„*Integrating Online Marketing Strategies in B2B Companies`*”, Ovidius University Annals, Economic Sciences Series, Ovidius University of Constantza, Faculty of Economic Sciences, vol. 0(2), pages 614-620, December.
8. **Zaif, Alexandra;Cerchia, Alina Elena & Micu, Adrian(2020)**- „*The Effects of the Crisis Generated by the COVID-19 Pandemic on Consumer Behavior Regarding Brand Purchasing`*”, Risk in Contemporary Economy International Conference , XXIth Edition, 2020, „Dunarea de Jos” University of Galati, Faculty of Economics and Business Administration, ISSN-L 2067-0532; ISSN online 2344-5386, <https://doi.org/10.35219/rce2067053270>.
9. **Cerchia(Ionașcu), Alina Elena & Zaif(Popa) Alexandra(2021)**- „*Marketing and Management Strategies in Order to Increase Rural Tourism in Romania -*

Implementing National Development Programmes by Government Institutions or Other Types of Organizations”, „Ovidius” University Annals, Economic Sciences Series Volume XXI, Issue 1 /2021, disponibil: <https://stec.univovidius.ro/html/anale/RO/2021/Section%201%20and%202/6.pdf>

10. **Cerchia(Ionașcu), Alina Elena; Zaif(Popa) Alexandra & Lipară, Daniel(2021)-** „*The Real Estate Market in Romania – A Post COVID Analysis*”, „Ovidius” University Annals, Economic Sciences Series Volume XXI, Issue 1 /2021, disponibil: <https://stec.univ-ovidius.ro/html/anale/RO/2021/Section%205/7.pdf>;
11. **Popa, Alexandra;Ionașcu, Alina Elena & Domolescu, Dana-Nicoleta(2021)-** „*Innovative Marketing Strategies for the Development of Tourism in Romania*”, „Ovidius” University Annals, Economic Sciences Series Volume XXI, Issue 2 /2021, disponibil: <https://stec.univ-ovidius.ro/html/anale/RO/2021-2/Section%204/42.pdf>;
12. **Popa, Alexandra;Georgescu, Cristina-Elena&Trandafir, Raluca(2021)-** „*Students' Perception Regarding the Development of E-learning Activities in Higher Education*”, „Ovidius” University Annals, Economic Sciences Series Volume XXI, Issue 2 /2021, disponibil: <https://stec.univ-ovidius.ro/html/anale/RO/2021-2/Section%203/39.pdf>;
13. **Neculai, Ana-Maria;Popa, Alexandra; Cima, Luiza-Mădălina(2022)-** „*Analyzing Consumer Behavior towards Purchasing Pharmaceutical Products Online*”, „Ovidius” University Annals, Economic Sciences Series Volume XXII, Issue 1 /2022, disponibil: <https://stec.univ-ovidius.ro/html/anale/RO/2022-2/Section%204/25.pdf>;
14. **Popa, Alexandra; Spătariu, Elena-Cerasela; Gheorghiu, Gabriela(2022)-** „*Changes and Trends in Consumers` Behaviour and Online Purchasing: a Post-COVID-19 Analysis*”, „Ovidius” University Annals, Economic Sciences Series Volume XXII, Issue 1 /2022, disponibil: <https://stec.univ-ovidius.ro/html/anale/RO/2022-2/Section%204/28.pdf>.