

**LISTA PUBLICAȚIILOR REZULTATE ÎN URMA CERCETĂRII DOCTORALE,
PUBLICATE SAU ACCEPTATE SPRE PUBLICARE, SUB AFILIERE UPT**

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1. Lucrări științifice publicate în reviste indexate Web of Science-WoS (ISI)

1. **Lup, Patricia S.; Negrea R., Proștean, Gabriela I., TESTING THE TRUST OF ROMANIAN CONSUMERS IN E-COMMERCE PLATFORMS FOR ELECTRONIC AND HOUSEHOLD APPLIANCES**, ACTA TECHNICA NAPOCENSIS SERIES-APPLIED MATHEMATICS MECHANICS AND ENGINEERING, VOL 64, NO 1-S1 (2021): ACTA SPECIAL ISSUE 1 2021, pp. 265-274
<https://atna-mam.utcluj.ro/index.php/Acta/article/view/1519>, (WOS:000621232900031);

2. Lucrări științifice publicate în volumele unor manifestări științifice (Proceedings) indexate Web of Science-WoS (ISI) Proceedings

1. **Lup, Patricia S.; Ivascu L., Proștean G., Manipulation and Risk in The TV Commercial at Sweets for Childrens**, Conference: 31st International-Business-Information-Management-Association, Milan, ITALY Date: APR 25-26, 2018, Int Business Informat Management Association, INNOVATION MANAGEMENT AND EDUCATION EXCELLENCE THROUGH VISION 2020, VOLS I -XI Pages: 858-868 Published: 2018
<https://ibima.org/accepted-paper/manipulation-and-risk-in-the-tv-commercial-at-sweets-for-childrens/>, (WOS:000444067200085);

2. **Lup, Patricia S.; Proștean, Gabriela I., Assesing Manipulation Risk in TV Commercials Based On Fault Tree Analysis**, Conference: 32nd Conference of the International-Business-Information-Management-Association (IBIMA) Location: Seville, SPAIN Date: NOV 15-16, 2018, Sponsor(s): Int Business Informat Management Association, VISION 2020: SUSTAINABLE ECONOMIC DEVELOPMENT AND APPLICATION OF INNOVATION MANAGEMENT Pages: 5722-5732 Published: 2018
<https://ibima.org/accepted-paper/assesing-manipulation-risk-in-tv-commercials-based-on-fta/>, (WOS:000508553206076);

3. **Lup, Patricia S.; Proștean, Gabriela I., Consumer protection model in Romania against subliminal messages in TV ads**, Proceedings of 33rd International Business Information Management Association Conference IBIMA 2019, Education Excellence and Inovation Management trough Vision, 2020, pp. 4744-4751, IBIMA 33 GRANADA - <https://ibima.org/accepted-paper/consumer-protection-model-in-romania-against-subliminal-messages-in-tv-ads/> (10-11 aprilie 2019), (WOS:000503988807003);

3. Lucrări științifice publicate în reviste de specialitate indexate BDI (cu specificarea BDI)

1. Humița M., Cojocariu N., . **Lup Patricia S., SUBLIMINAL PERCEPTION AND EXTERNAL FACTORS IN TV COMMERCIALS**, Revista "ȘTIINȚĂ ȘI INGINERIE" ISSN 2067-7138 eISSN 2359 – 828X Conferința Internațională multidisciplinară – “Profesorul Dorin PAVEL – fondatorul hidroenergeticii românești” Sebeș – Alba <http://stiintasiinginerie.ro/35-58-perceptie-subliminala-si-factori-externi-in-reclamele-de-televiziune/> (4 mai 2020); (CABI Abstracts / CABI Health, Google Academic, Index Copernicus);

5. Lucrări științifice publicate în volumele unor manifestări științifice internaționale (Proceedings) din străinătate

1. **Lup Patricia S., Proștean G., Denisa P., Risk analysis in e-commerce (E-C) through the method HAZOP (Hazard and operability) – <https://ibima.org/accepted-paper/risk-analysis-in-e-commerce-e-c-through-the-method-hazop-hazard-and-operability/> - acceptată spre publicare;**

6. Lucrări științifice publicate în volumele unor manifestări științifice

1. **Lup, Patricia S.; Negrea R., Proștean, Gabriela I., Testing the trust of Romanian consumers in e-commerce**, International Symposium in Management Innovation for Sustainable Management and Entrepreneurship, SIM 2019: Innovation in Sustainable Management and Entrepreneurship pp 527-537

https://link.springer.com/chapter/10.1007%2F978-3-030-44711-3_39 (30 mai 2020) (Springer);

2. Lup Patricia S., Proștean G., Preda G., Model for testing trust in e-commerce – SIM 2021 - în curs de publicare;

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