

LISTA PUBLICAȚIILOR

Rareș MOCANU

iunie 2024

a) lista celor maximum 10 lucrări considerate de candidat a fi cele mai relevante pentru realizările profesionale proprii, care se regăsesc și la punctele b – g din această listă, și care pot fi consultate la dosar (virtual sau fizic);

1. Bratianu, C., Mocanu, R., Stanescu, D. F., & Bejinaru, R. (2023). The impact of knowledge hiding on entrepreneurial orientation: The mediating role of factual autonomy. *Sustainability*, 15(17), 13057. <https://doi.org/10.3390/su151713057>
2. Bratianu, C., Stănescu, D. F., & Mocanu, R. (2022). The mediating role of customer knowledge management on the innovative work behavior and product innovation relationship. *Kybernetes*, 52(11), 5353-5384. <https://doi.org/10.1108/K-09-2021-0818>
3. Bratianu, C., Stanescu, D. F., & Mocanu, R. (2021). Exploring the knowledge management impact on business education. *Sustainability*, 13(4), 2313. <https://doi.org/10.3390/su13042313>
4. Bratianu, C., Stanescu, D. F., Mocanu, R., & Bejinaru, R. (2021). Serial multiple mediation of the impact of customer knowledge management on sustainable product innovation by innovative work behavior. *Sustainability*, 13(22), 12927. <https://doi.org/10.3390/su132212927>
5. Zbucea, A., Ivan, L., & Mocanu, R. (2021). Ageing and responsible consumption. **Management Dynamics in the Knowledge Economy**, 9(4), 499-512. <https://doi.org/10.2478/mdke-2021-0034>
6. Mocanu, R. (2020). The expanding role of customer knowledge management and brand experience during the pandemic crisis. **Management Dynamics in the Knowledge Economy**, 8(4), 357-369.
7. Bratianu, C., & Mocanu, R. (2023). Managementul cunostintelor: interpretari și perspective. In A. Zbucea, F. Pinzaru, & B. Hrib (Eds.), **Economie si cultura** (pp. 189-208). Editura Triton.
8. Vidu, C., Zbucea, A., Mocanu, R., & Pinzaru, F. (2020). Artificial intelligence and the ethical use of knowledge. In C. Bratianu, A. Zbucea, F. Anghel, & B. Hrib (Eds.), **Proceedings of the 8th Edition of the International Academic Conference Strategica 2020, 15-16 October 2020, SNSPA, Bucharest** (pp. 773-784).
9. Bratianu, C., Stanescu, D. F., & Mocanu, R. (2021). The mediation role of knowledge management between academic management and business education. In **Proceedings of the International Conference on Business Excellence, 18-19 March 2021, ASE Bucharest** (pp. 102-112). <https://doi.org/10.2478/picbe-2021-0010>
10. Mocanu, R. (2021). The role of customer knowledge management in customer experience performance. In **Proceedings of the International Academic Conference Strategica, 21-22 October 2021, SNSPA, Bucharest**.



b) teza sau tezele de doctorat;

1. Mocanu, R.G. 2014. Comportamentul consumatorului – Imaginea socială și consumul de produse ca mijloc de comunicare, Comunicare.ro: București, ISBN: 978-973-711-486-0.

c) brevete de invenție și alte titluri de proprietate industrială;

Nu este cazul.

d) cărți și capitole în cărți;

Cărți

1. Mocanu, R.G. 2014. Comportamentul consumatorului – Imaginea socială și consumul de produse ca mijloc de comunicare, Comunicare.ro: București, ISBN: 978-973-711-486-0.
2. Ionescu, M., Mocanu, R., (2013). Brandingul de angajator, Bucharest: Editura Comunicare.ro, ISBN: 978-973-631-579-4

Capitole în cărți

1. Bratianu, C., & Mocanu, R. (2023). *Managementul cunostintelor: interpretari și perspective*. In A. Zbucnea, F. Pinzaru, & B. Hrib (Eds.), *Economie si cultura* (pp. 189-208). Editura Triton.
2. Zbucnea, A., Ivan, L., & Mocanu, R. (2021). *Ageing and responsible consumption*. *Management Dynamics in the Knowledge Economy*, 9(4), 499-512. <https://doi.org/10.2478/mdke-2021-0034>

e) articole/studii in extenso, publicate în reviste din fluxul științific internațional principal;

Articolele publicate în jurnale indexate Clarivate Analytics

1. Bratianu, C., Mocanu, R., Stanescu, D. F., & Bejinaru, R. (2023). The impact of knowledge hiding on entrepreneurial orientation: The mediating role of factual autonomy. *Sustainability*, 15(17), 13057. <https://doi.org/10.3390/su151713057>
2. Bratianu, C., Stănescu, D. F., & Mocanu, R. (2022). The mediating role of customer knowledge management on the innovative work behavior and product innovation relationship. *Kybernetes*, 52(11), 5353-5384. <https://doi.org/10.1108/K-09-2021-0818>
3. Bratianu, C., Stanescu, D. F., & Mocanu, R. (2021). Exploring the knowledge management impact on business education. *Sustainability*, 13(4), 2313. <https://doi.org/10.3390/su13042313>
4. Bratianu, C., Stanescu, D. F., Mocanu, R., & Bejinaru, R. (2021). Serial multiple mediation of the impact of customer knowledge management on sustainable product innovation by innovative work behavior. *Sustainability*, 13(22), 12927. <https://doi.org/10.3390/su132212927>

Articole publicate în jurnale BDI

1. Mocanu, R.G., & Zbucnea, A. (2014). Adding value to customers and developing brands through electronic newsletters. *Management and Economic Review*, 16(2), 335-339.
2. Mocanu, R.G. (2014). Brand image as a function of self-image and self-brand connection. *Management Dynamics in the Knowledge Economy*, 1 (3), 387-408.
3. Mocanu, R.G. (2014). Marketing professionals: a managerial perspective, *International Academic Conference Strategica. Management, Finance, and Ethics*, Brătianu, C., Zbucnea, A., Pînzaru, F. și Vătămănescu, E.M. (Eds.), București: Tritonic, 662 – 678. (ISI Proceedings)
4. Finance, and Ethics, Brătianu, C., Zbucnea, A., Pînzaru, F. și Vătămănescu, E.M. (Eds.), București: Tritonic, 97 – 116. (ISI Proceedings)
5. Mocanu, R.G., (2014) Integrating Employer Brand with the Corporate Brand, *Management Dynamics in the Knowledge Economy*, 21 (1), (ISSN 2286-2668)
6. Mocanu, R.G., & Zbucnea, A. (2016). Are Managers Fighting Their Marketers?. *Journal Studia Universitatis Babeș-Bolyai Negotia*, 4(1), 141-152.
7. Mocanu, R.G. (2016). Destination Branding Through Experience and Authenticity. *Journal of Tourism Challenges and Trends*, 13(2/3), 149-166.
8. Mocanu, R.G. (2020). The Expanding Role of Customer Knowledge Management and Brand Experience during the Pandemic Crisis. *Management Dynamics in the Knowledge Economy*, 8 (4), 357-369. ISSN 2392-8042 (online)
9. Vidu, C., Zbughea, A., Mocanu, R., Pînzaru, F., (2020). Artificial Intelligence and the Ethical Use of Knowledge. *Management Dynamics in the Knowledge Economy*, 8 (4), 357-369. ISSN 2392-8042 (online)

f) publicații in extenso, apărute în lucrări ale principalelor conferințe internaționale de specialitate;

1. Mocanu, R., & Mitan, A. (2018). Building Brand Equity Through User Experience Design. In Brătianu, C., Zbucnea, A., & Vițelar, A. (Eds.) *Challenging the Status Quo in Management and Economics* (pp. 743-756). Tritonic (ISBN: 978-606-749-365-8, ISSN 2392-702X). WOS:000482078200065
2. Mocanu, R.G. (2019). New way marketing vs. Old way marketing in customer experience era. *STRATEGICA. Upscaling Digital Transformation in Business and Economics*. București. (ISI Proceedings)
3. Mocanu, R.G. (2014). Marketing professionals: a managerial perspective, *International Academic Conference Strategica. Management, Finance, and Ethics*, Brătianu, C., Zbucnea, A., Pînzaru, F. și Vătămănescu, E.M. (Eds.), București: Tritonic, 662 – 678. (ISI Proceedings)
4. Mocanu, R.G., & Mihalcea A.D., Savulescu, R. (2014). Generation Y as a Target for Banking Communication, *International Academic Conference Strategica. Management, Finance, and Ethics*, Brătianu, C., Zbucnea, A., Pînzaru, F. și Vătămănescu, E.M. (Eds.), București: Tritonic, 97 – 116. (ISI Proceedings)



5. Mocanu, R.G. (2016). Chasing Experience. How Augmented Reality Reshaped the Consumer Behaviour and Brand Interaction. STRATEGICA. Opportunities and Risks in the Contemporary Business Environment, 317-323. București: Tritonic. (ISI Proceedings)
6. Mocanu, R.G., Savulescu, R. (2016). User Experience and Emotional Design in Mobile Applications and Social Media. Scientific Methods in Academic Research and Teaching. SMART International Scientific Conference (pp.173-180) Timisoara. ISBN: 978-606-749-241-5
7. Mocanu, R.G. (2017). Developing Trust in a Retail Brand Website. Entrepreneurs. Entrepreneurship: Challenges and Opportunities in the 21st Century International Scientific Conference (pp.263-270) București: Tritonic. ISBN: 978-606-749-241-5. (ISI Proceedings)
8. Bratianu, C, Stanescu, D.F., Mocanu, R. (2021). The mediation role of knowledge management between academic management and business education. Proceedings of the International Conference on Business Excellence. 15. 102-112. 10.2478/picbe-2021-0010.

g) alte lucrări și contribuții științifice sau, după caz, din domeniul creației artistice.

Nu este cazul.