

Listă maximum 10 publicații

A. Lucrări publicate în reviste Thomson ISI

1. Jusuf Zeqiri, Todor Raluca Dania, **Lupșa-Tătaru Dana Adriana**, Kumrije Gagica, Kimberly Gleason, The impact of e-service quality on word of mouth: A higher education context, The International Journal of Management Education, Volume 21, Issue 3, 2023, 100850, ISSN 1472-8117, <https://doi.org/10.1016/j.ijme.2023.100850>, WOS:001049115300001
2. Nichifor, E.; Brătucu, G.; Chițu, I.B.; **Lupșa-Tătaru, D.A.**; Chișinău, E.M.; Todor, R.D.; Albu, R.-G.; Bălășescu, S. Utilising Artificial Intelligence to Turn Reviews into Business Enhancements through Sentiment Analysis. Electronics 2023, 12, 4538. <https://doi.org/10.3390/electronics12214538>, WOS:001100505100001
3. **Lupșa-Tătaru, Dana Adriana**; Lixăndroi, Radu, YouTube Channels, Subscribers, Uploads and Views: A Multidimensional Analysis of the First 1700 Channels from July 2022. Sustainability 2022, 14, 13112. <https://doi.org/10.3390/su142013112>, WOS:000875937700001
4. Lixăndroi, Radu; **Lupșa-Tătaru, Dana Adriana**, Switzerland? The Best Choice for Accommodation in Europe for Skiing in the 2023 Season. Sustainability 2023, 15, 4032. <https://doi.org/10.3390/su15054032>, WOS:000946958900001

B. Lucrări publicate în reviste indexate BDI

1. Lupșa-Tătaru, D. A., Constantin, S., Doval, E., Bulletin of the Transilvania University of Braov • Vol. 2 (51) - 2009 Series V: Economic Sciences, Developing and improving knowledge management processes in the higher education sector
2. Lupșa-Tătaru, D. A., Bulletin of the Transilvania University of Brașov Series V: Economic Sciences • Vol. 10 (59) No. 2 – 2017, Businesses and women in Romania
3. Lupșa-Tătaru, D. A., Bulletin of the Transilvania University of Brașov Series V: Economic Sciences • Vol. 11 (60) No. 2 – 2018, Success factors for businesses managed by women.
4. Constantin, S., Lupșa-Tătaru, D.A., Tertiary education in Romania and in European Union, Bulletin of the Transilvania University of Brașov • Vol. 4 (53) • No. 2 - 2011 Series V: Economic Sciences.

5. Lupşa-Tătaru, D.A., Constantin, S., Businesses. Present and future, Bulletin of the Transilvania University of Braşov • Vol. 4 (53) •No. 1 - 2011 Series V: Economic Sciences
6. Lupşa-Tătaru, D.A., Entrepreneurship and creativity. A comparative study, Bulletin of the Transilvania University of Braşov Series V: Economic Sciences • Vol. 7 (56) No. 2 - 2014

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Semnătura

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