

L I S T A D E L U C R Ă R I

Candidat: **ȘCHIOPU I. ANDREEA FORTUNA - Dr.**/din 2010, Profesor universitar/ din 2017
(NUME, inițială și prenume) (anul) (Titlul didactic/echiv.) (anul)

1 Teza de doctorat

T1. Comunicarea în managementul organizației, susținută în Iulie 2009

2. Cărți/cursuri publicate în edituri recunoscute (Ca1, Ca2 etc.), îndrumare publicate (I1, I2 etc.), capitole publicate în volume colective, capitole teoretice redactate, (D1, D2 etc.), după caz, prin care se aduc contribuții a dezvoltarea activităților didactice/profesionale.

Cărți/cursuri publicate în edituri de prestigiu recunoscut CNCSIS

Ca1. Radu Emilian, **Andreea Schiopu** – *REMY, Joc de Întreprindere* (Manualul Jucătorului), Editura ASE, București, 2003, 117 pg., ISBN: 973-594-238-0

Capitole teoretice redactate

D1. **Andreea Schiopu**, Capitolul 3 Locatia in Radu Emilian (coord), Gabriela Tigu, **Andreea Schiopu**, Monica Vasiu – **Management operational**, Editura ASE, Bucuresti, 2006, 492 pg. din care 20 pg. Capitolul 3, ISBN: (10) 973-594-815-X, ISBN: (13) 978-973-594-815-3

Indrumare publicate în alte edituri

I1 Maria Ioncică, Mihaela Padurean, **Andreea Schiopu** și Madalina Țala, Economia serviciilor. Culegere de probleme și studii de caz, Ed. Uranus, București, 2002, 117 pg., ISBN: 973-9021-64-6

I2 Maria Ioncică, Mihaela Păducean și **Andreea Schiopu**, Economia serviciilor. Culegere de probleme teoretice și practice, Ed. Uranus, București, 2000, 111 pg., ISBN: 973-9021-40-9

3. Cărți de specialitate publicate în edituri recunoscute(Cb1, Cb2 etc.), **articole/studii** publicate in extenso în reviste de specialitate de circulație internațională recunoscute (reviste cotate ISI sau indexate în baze de date internaționale specifice domeniului)(Ri1, Ri2etc.), **articole/studii** in extenso publicate în volumele unor manifestări științifice internaționale recunoscute din țară și din străinătate (cu ISSN/ISBN)(Vi1,Vi2 etc.), precum și **alte lucrări similare**: articole/studii publicate in extenso în reviste de specialitate de circulație națională recunoscute CNCSIS (Rn1, Rn2 etc.), articole/studii publicate in extenso în volumele unor manifestări științifice naționale (cu ISSN/ISBN)(Vn1,Vn2 etc.), lucrări prezentate la diferite seminarii/expozitii, inovații etc.(E1, E2 etc.), după caz, prin care se aduc contribuții la dezvoltarea *domeniului*.

Cărți de specialitate publicate în edituri de prestigiu recunoscute

In străinătate/ Cărți publicate în edituri cu prestigiu international în domeniul stiintelor sociale - Springer :

Cb1: Gabriela Tigu, **Andreea F. Schiopu** - contribuții (21 termeni) la *Dictionary of Corporate Social Responsibility. CSR, Sustainability, Ethics and Governance*, Editors Idowu, S.O., Capaldi, N., Fifka, M., Zu, L., Schmidpeter, R. , Ed. Springer, 2015, BN 978-3-319-10535-2, 603 pg. din care termenii realizati aprox. 30 pg.

<http://www.springer.com/us/book/9783319105352> , in downloadable sample pages apar si termeni care ne apartin premiat cu Outstanding Reference Book Award of the year in 2016 from the American Library Association (ALA) in Boston, Mass, USA.

In Romania/ Cărți publicate în edituri de prestigiu recunoscute CNCSIS:

Cb2. Andreea Fortuna Schiopu – *Managementul emoțiilor în context organizațional*, Colecția Cercetare avansată postdoctorală în științe economice, Editura ASE, Bucuresti, 2015, 94 pg., ISBN 978-606-34-0003-2, <http://excellenta.ase.ro/Media/Default/Page/schiopuandreeafortuna.pdf>

Cb3. **Andreea F. Schiopu** – *Comunicarea în managementul organizației*, Editura ASE, Bucuresti, 2012, 179 pg., ISBN:978-606-505-544-5

Cb4. Radu Emilian, Maria Ioncică, Claudia Țuclea, Dragoș Vasile, Mihaela Pădurean, **Andreea Schiopu**, Mădălina Țălă, Cătălina Brîndușoiu, Ioana Pețan – *Aspecte ale competitivității în industria ospitalității din România*, Editura ASE, București, 2008, ISBN: 978-606-505-042-6 , 44 pg.

Cb5. Radu Emilian, Maria Ioncică, Claudia Țuclea, Dragoș Vasile, Mihaela Pădurean, **Andreea Schiopu**, Mădălina Țălă, Cătălina Brîndușoiu, Ioana Pețan – *Ghid de bune practici privind înglobarea modelului competitivității în stabilirea strategiei firmelor românești din industria ospitalității*, Editura ASE, București, 2008, ISBN: 978-606-505-041-9, 37 pg.

Studiu/capitol într-o carte de specialitate, volum colectiv (colectie de studii independente pe o anumită tematică)

International

- D₂. Bulin, D., Marin-Pantelescu, A., Molnar, E.I., **Schiopu, A.F.**, Tigu, G., 2020, Ethical Issues in Hospitality: Management Implications for Youth Tourism in Romania, Springer Proceedings in Business and Economics, in: Fotea, S.L., Fotea, I.S., Vaduva, S.A. Eds., Challenges and Opportunities to Develop Organizations Through Creativity, Technology and Ethics, Chapter 5, Springer, pp. 69-102.
- D₃. Kshetri, N., Alcantara, L., Babenroth, R., Zrilic, O., **Schiopu A.**, 2008. *Barriers to Branding for Developing World-Based Firms and Some Mechanisms to Overcome Them: A Conceptual Framework* - PUBLICAT ÎN Customer Value in A Dynamic Environment, CROMAR, Rijeka, Croația, 2008, pp. 226-240, ISBN: 978-953-6148-73-8 93 (300pg)

Articole care prezintă contribuții științifice originale, in extenso, publicate într-o revistă cotată ISI (Clarivate Analytics) cu AIS mai mare ca 0,15

R1. Schiopu, A.F., Hornoiu, R.I., Padurean, A.M. & Nica, A.M., 2021. Virus tinged? Exploring the facets of virtual reality use in tourism as a result of the COVID-19 pandemic. *Telematics and Informatics*, 60 (2021), 101575, ISSN: 0736-5853, DOI:10.1016/j.tele.2021.101575, WOS:000654060700004, **AIS = 1,347 Q1 (roșu după AIS) potrivit JCR 2020 (ediția iunie 2021)**

<https://www.webofscience-com.am.e-nformation.ro/wos/woscc/full-record/WOS:000654060700004>

R2. Nistororeanu, P., Dincă, V.M. & **Schiopu, A.F.**, 2017. Competition Policy in the European Film Industry Focused on Consumers' Interests – A Romanian Perspective. *Amfiteatru Economic*, 19(45), pp. 397-413, 2017, ISSN Print: 1582-9146, ISSN Online: 2247–9104, WOS:000404523800006, AIS = 0,169 potrivit JCR 2020 (ediția iunie 2021)

<https://www.webofscience-com.am.e-nformation.ro/wos/woscc/full-record/WOS:000404523800006>

R3. Schiopu, A.F., Pădurean, A.M., Țălă, M.L. & Nica, A.M., 2016. The Influence of New Technologies on Tourism Consumption Behavior of the Millennials. *Amfiteatru Economic*, 18(10), pp. 829-846, ISSN Print: 1582-9146, ISSN Online: 2247–9104, WOS:000388624700008, AIS = 0,169 potrivit JCR 2020 (ediția iunie 2021)

<https://www.webofscience-com.am.e-nformation.ro/wos/woscc/full-record/WOS:000388624700008>

R4. Schiopu, A.F., Vasile, D.C. & Țuclea, C.E., 2015. Principles and Best Practices in Successful Tourism Business Incubators. *Amfiteatru Economic*, 17(38), pp. 474-487, 2015, ISSN Print: 1582-9146, ISSN Online: 2247–9104, WOS:000352213800030, AIS = 0,169 potrivit JCR 2020 (ediția iunie 2021)

<https://www.webofscience-com.am.e-nformation.ro/wos/woscc/full-record/WOS:000352213800030>

R5. Țuclea, C.E., Vasile, D.C., **Schiopu, A.F.** & Marin, M., 2014. Facets of the Economic and Financial Crisis Impact on Strategic Planning in Travel Agencies. *Amfiteatru Economic*, Special Issue 8, pp. 1222-1237, ISSN Print: 1582-9146, ISSN Online: 2247–9104, WOS:000344543900014, AIS = 0,169 potrivit JCR 2020 (ediția iunie 2021)

<https://www.webofscience-com.am.e-nformation.ro/wos/woscc/full-record/WOS:000344543900014>

R6. Kshetri, N., Williamson, N.C. & **Schiopu, A.**, 2007. Economics and Politics of Advertising: evidence from the enlarging European Union. *European Journal of Marketing*, 41(3/4), pp. 349-344, 2007, ISSN: 0309-0566, WOS:000246749600008, **AIS = 0,870 potrivit JCR 2020 (ediția iunie 2021)**

<https://www.webofscience-com.am.e-nformation.ro/wos/woscc/full-record/WOS:000246749600008>

R7. Williamson, N.C., Kshetri, N., Heijwegen, T. & **Schiopu, A.F.**, 2006. An Exploratory Study of the Functional Forms of Export Market Identification Variables. *Journal of International Marketing*, American Marketing Association, 14(1), pp. 71–97, 2006, ISSN: 1069-031X (print), ISSN: 1547-7215 (electronic), WOS:000236004400004, **AIS = 1,544 potrivit JCR 2020 (ediția iunie 2021)**

<https://www.webofscience-com.am.e-nformation.ro/wos/woscc/full-record/WOS:000236004400004>

Articole care prezintă contribuții științifice originale, în extenso, publicate într-o revistă indexată de cel puțin 2 din bazele de date internationale recunoscute sau ISI cu AIS sub 0,15

- R8. **Schiopu, A.F.** 2015. Workplace Emotions and Job Satisfaction, *International Journal of Economic Practices and Theories*, Special Issue on Competitiveness and Economic & Social Cohesion, Vol. 5, No. 3, pp. 240-247, 2015 (May), ISSN: 2247 – 7225 (online), <https://www.scribd.com/document/503937519/Workplace-Emotions-and-Job-Satisfaction>, revista indexata in Index Copernicus, Open J-Gate, WorldCat, RePEc, EconPapers, Journal TOCs, New Jour, IDEAS, Cabells's, Google Scholar, Open Archives, PDF Cast, Scribd, ISeek, Microsoft Academic Search, Academic Index
- R9. **Schiopu, A.F.**, 2014. Dimensions and Effects of Emotions in Organizational Settings, *Management Intercultural*, Volumul XVI, Nr. 3(32), pp. 77-83, 2014, ISSN-L: 1454-9980, <https://ideas.repec.org/a/cmj/interc/y2014i32p77-83.html> , revista indexata in RePEc, EconPapers, ULRICH'S, CEEOL, EBSCO, Index Copernicus, EuroInternet.
- R10. **Schiopu, A.F.**, 2014. Emotional labor – a precondition for service quality in hospitality, Supplement of *Quality – Access, to Success*, Vol 15, S5, pp.170 – 175, 2014, ISSN 1582-2559, http://www.srac.ro/calitatea/arhiva/supliment/2014/Q-asContents_Vol.15_S5_November-2014.pdf , revista indexata in SCOPUS, EBSCO, CABELL'S, PROQUEST.
- R11. **Schiopu, A.F.**, 2014. Role and Consequences of Emotional Labor in the Workplace, *SEA – Practical application of science*, Volume II, Issue 2 (4), pp. 675-682, 2014, ISSN 2360 – 2554, <https://ideas.repec.org/a/cmj/seapas/y2014i4p675-682.html> , revista indexata in RePEc, EconPapers, Ulrichs, CEEOL, EBSCO, Index Copernicus, EuroInternet, Science Central.
- R12. Kshetri, N., Queen, B., **Schiopu, A.**, Elmore, C. 2009. The profile and motivation of golf tournament attendees: an empirical study, *Journal of Interdisciplinary Mathematics*, Taru Publications, Vol.12, No.2, pp. 225-241, 2009, ISSN 0972-0502, indexată în bazele de date EBSCO Databases, ESCI® (Web of Science), Scopus™, Ulrich's Periodicals Directory, WorldCat Local (OCLC)
<http://tarupublications.com/journals/jim/TOC%20JIM%2012%202%202009.pdf>
https://www.researchgate.net/publication/285624510_The_profile_and_motivation_of_golf_tournament_attendees_An_empirical_study
- R13. Kshetri, N., **Schiopu, A.** 2007, Government Policy, Continental Collaboration and the Diffusion of Open Source Software in China, Japan and South Korea, *Journal of Asia Pacific Business*, The Haworth Press, Vol. 8, No. 1, pp 61-77, 2007, ISSN: 1059-9231 (print), ISSN: 1528-6940 (electronic) , indexată în bazele de date EconLit, ABI/INFORM, ProQuest, SCOPUS, SSRN Social Science Research Network, https://papers.ssrn.com/sol3/papers.cfm?abstract_id=979580&rec=1&srcabs=847185&alg=7&pos=6

Articole/studii publicate în reviste de specialitate de circulație internațională indexate în baze de date internaționale (BDI) specifice domeniului

- Ri14. Schiopu, A.F., Zloteanu, D.G., 2019. Restaurant Innovation: What Do Customers Want? *Cactus Tourism Journal*, Vol. 1, Issue 2/2019, pp. 31-37, ISSN: 2247-3297, indexată în bazele de date Ulrich's Periodicals Directory, Open Academic Journals Index (OAJI), International Institute of Organized Research (I2OR) database, Google Scholar, Academic Keys, The Polish Scholarly Bibliography, (Pending) RePEc: Research Papers in Economics (IDEAS, EconPapers), https://www.cactus-journal-of-tourism.ase.ro/Pdf/vol_2/Schiopu_Zloteanu.pdf
- R15. **Schiopu, A.F.**, 2013 Challenges in Tourism Research, *Cactus Tourism Journal*, Vol. 4, Issue 1/2013, pp. 13-15, ISSN: 2247-3297, indexată în bazele de date Ulrich's Periodicals Directory, Open Academic Journals Index (OAJI), International Institute of Organized Research (I2OR) database, Google Scholar, Academic Keys, The Polish Scholarly Bibliography, (Pending) RePEc: Research Papers in Economics (IDEAS, EconPapers) <http://www.cactus-journal-of-tourism.ase.ro/Pdf/vol7/3%20schiopu.pdf>

Articole / studii publicate în volumele conferințelor indexate ISI Proceedings sau internationale desfășurate în țară sau străinătate (cu ISSN sau ISBN)

- V1. Vieriu, A.M., **Schiopu, A.F.**, 2020. THE FOOD-LOOP: TACKLING SUSTAINABILITY ISSUES THROUGH A NORMATIVE APPROACH. A BREAKFAST-BUFFET CASE STUDY, 2020 BASIQ INTERNATIONAL CONFERENCE: NEW TRENDS IN SUSTAINABLE BUSINESS AND CONSUMPTION , pp.1263-1270, <https://www.webofscience-com.am.e-nformation.ro/wos/woscc/full-record/WOS:000630165800163>

- V2. Bulin, D., Marin-Pantelescu, A., Molnar, E.I., **Schiopu, A.F.**, Tigu, G., 2019, Ethical Issues in Hospitality: Management Implications for Youth Tourism in Romania. The 2019 Griffiths School of Management Annual Conference on Business, Entrepreneurship and Ethics (GSMAC) (program in pdf)
- V3. **Schiopu, A.F.**, Nica, A.M., Tanase, M.O. 2018. Gastronomy and tourism, BASIQ INTERNATIONAL CONFERENCE: NEW TRENDS IN SUSTAINABLE BUSINESS AND CONSUMPTION 2018 , pp.676-682, <https://www-webofscience-com.am.e-nformation.ro/wos/woscc/full-record/WOS:000462608500084>
- V4. Hornoiu, R.I., Tanase, M.O., **Schiopu, A.F.**, 2017. *Ethical Tourism Consumption Behavior Among Students Studying Tourism in Romania*, BASIQ 2017 International Conference, New Trends in Sustainable Business and Consumption 2017, 31 May - 3 June 2017, Graz, Austria, ISI Proceedings, pp. 328-336, ISSN 2557-483X, ISSN-L 2457-438X, Volumul conferintei http://www.conference.ase.ro/ppt/Volum_BASIQ%202017.pdf
- V5. Felicetti, G., **Şchiopu , A.F.**, 2017. *Nudging Tourists in Protected Areas: Breakthrough Strategy for Developing Eco-Sustainable Goods and Services*, BASIQ 2017 International Conference, New Trends in Sustainable Business and Consumption 2017, 31 May - 3 June 2017, Graz, Austria, ISI Proceedings, pp. 225-233, ISSN 2557-483X, ISSN-L 2457-438X, Volumul conferintei http://www.conference.ase.ro/ppt/Volum_BASIQ%202017.pdf
- V6. **Şchiopu, A.F.**, 2015. Use of Emotional Labor in Day-to-Day Interactions with Managers and Colleagues, Proceedings of the 16th International Academic Conference Amsterdam, The Netherlands, 12- 15 May 2015, pp. 473 – 481, 2015, ISSN :2336-5617, <http://www.iises.net/proceedings/16th-international-academic-conference-amsterdam/front-page> , indexata in RePEc, Google Scholar, Research Gate, Research Bible. <http://www.iises.net/proceedings/16th-international-academic-conference-amsterdam/table-of-content/detail?article=use-of-emotional-labor-in-day-to-day-interactions-with-managers-and-colleagues>
- V7. Tala, M., **Schiopu, A.**, Brindusou, C., 2011. *Bleisure – A New Trend in Tourism Industry*, FORUM WARE INTERNATIONAL, Special Issue 1/2011, Excellence in Business, Commodity Science and Tourism, Issued by IGWT, pp.235-240, ISSN: 1810-7028
- V8. Vasile, D.C., **Schiopu, A.F.**, 2009. *Assessing the contribution of communication to enhancing customer knowledge in tourism*, Proceedings of the 2009 International Conference on Tourism, April, 22nd- 25th, 2009, Messina, Italy, ISBN 978-88-96116-20-3
- V9. Nir Kshetri, N., Alcantara, L., Babenroth, R., Zrilic, O., **Schiopu A.**, 2008. *Barriers to Branding for Developing World-Based Firms and Some Mechanisms to Overcome Them: A Conceptual Framework* - PUBLICAT ÎN Customer Value in A Dynamic Environment, CROMAR, Rijeka, Croația, 2008, pp. 226-240, ISBN: 978-953-6148-73-8 93
- V10. Kshetri, N., Williamson, N.C., **Schiopu , A.F.**, 2008. *Diffusion Pattern of E-retailing: Evidence from OECD Economies*, PUBLICAT IN VOLUMUL Enhancing Knowledge Development in Marketing, ed. Brown, J.R & R.P. Dant. Vol. 19. Proceedings of the AMA Summer Marketing Educators' Conference, American Marketing Association, August 8-11, San Diego, CA, USA., ISSN: 0888-1839, ISBN: 0-87757-333-6 (505pg.) <http://toc.proceedings.com/04039webtoc.pdf> si volumul de 505 pg. in format pdf.

Articole/studii in extenso publicate în volumele unor manifestări științifice internaționale recunoscute din țară și din străinătate

- V11. Nir Kshetri, Lailani Alcantara, Ralf Babenroth, Ognjenka Zrilic, and **Andreea Schiopu** - *Barriers to Branding for Developing World-Based Firms and Some Mechanisms to Overcome Them: A Conceptual Framework* - Proceedings of the XXth Croatian Marketing Association (CROMAR) Congress, October 25-27, 2007, <http://cromar.hr/publikacije/zbornici-radova/archiva-20th-cromar-congress-2007/>, <http://mojoblak.srce.hr/public.php?service=files&t=2b1e32395e44252bcec3b373f6c12e1>
- V12. Nir Kshetri, **Andreea Schiopu** and Crystal Elmore - *The Whos and Whys of Live Golf Tournament Attendance: A Longitudinal Study*, prezentat la International Conference on Advances in Interdisciplinary Statistics and Combinatorics, October 12-14, 2007, Greensboro, NC, USA, lucrare publicată pe CD-ul conferinței.

Lucrări prezentate la conferințe internaționale pentru care autorul a primit certificat de participare (Ei1, Ei2, etc).

- Ei1. Andreea Fortuna Şchiopu**, Ana Mihaela Pădurean, Mădălina Lavinia Țăla și Ana-Maria Nica – *The Influence of New Technologies on Tourism Consumption Behavior of the Millennials*, The 5th International Conference on Tourism Contemporary Approaches and Challenges of Tourism Sustainability, ASE Bucuresti, Facultatea de Business și Turism, Bucuresti, December 2015, <http://conference2015.tourism-geography.eu/abstracts/>
- Ei2. Andreea Fortuna Şchiopu**, Use of Emotional Labor in Day-to-Day Interactions with Managers and Colleagues, The 16th International Academic Conference Amsterdam, The Netherlands, 12- 15 May 2015, The International Institute of Social and Economic Sciences. <http://www.iises.net/past-conferences/academic/16th-international-academic-conference-amsterdam>

- Ei3.** Andreea Fortuna Schiopu, Workplace Emotions and Job Satisfaction, THE INTERNATIONAL CONFERENCE "COMPETITIVENESS AND ECONOMIC & SOCIAL COHESION", ASE Bucuresti, Facultatea de Business si Turism, Bucuresti, 26-27 martie 2015, <http://academic.ase.ro/>
- Ei4.** Andreea Fortuna Schiopu, An Exploratory Study of Positive and Negative Emotions in The Workplace, International Conference for Academic Disciplines, American University of Rome, Italy, International Journal of Arts& Sciences, Roma, 28-31 octombrie 2014, <https://rome2014.sched.org/>
- Ei5.** Andreea Fortuna Schiopu, *Role and Consequences of Emotional Labor in the Workplace*, Exploring Creativity: Practices And Patterns, The 6th SEA INTERNATIONAL CONFERENCE, Universitatea Transilvania din Brasov, Brasov, 17-18 octombrie 2014, <http://evenimente.bxb.ro/exploring-creativity-practices-and-patterns/>

Articole/studii publicate în reviste de specialitate de circulație națională sau internațională

- Rn1 **Andreea Fortuna Schiopu** – *Managementul hotelier: influențe din mediul online și noua tehnologie*, Tribuna Economică, 15 August , Numarul 33, pp.66-8, 2012 (AnulXXII, Nr.1.175), ISSN: 1018-0451
- Rn2 Gabriela Stanciușescu, **Andreea Schiopu** si Carmen Chiriac – *Measuring Entrepreneurial Intentions in Medicine*, ERENET Profile, Vol. IV, No.3, pp. 45-49 July, 2009, Small Business Development Centre, Corvinus University of Budapest, ISSN 1789-624X.
- Rn3 **Andreea Schiopu** - *Implicațiile diferențelor culturale asupra selecției cadrelor de conducere*, în Marketing-Management. Studii-cercetări-consulting, AROMAR, nr.5, pp. 292-297, 1999, ISSN: 1222-9105
- Rn4 **Andreea Schiopu** - *Comerțul electronic – o nouă tehnologie de afaceri*, în Marketing-Management. Studii-cercetări-consulting, AROMAR, nr.6, pp. 380-386, 1999

Articole/studii publicate în volumele unor manifestări științifice nationale cu ISBN

- Vn1 Lector univ. drd. **Andreea Schiopu** - *Rezolvarea conflictelor – exigenta a managementului modern?*, Simpozion „Realizări ale Turismului Românesc în Mileniul Trei”, 11 iunie 2004, ASE, București, Facultatea de Comerț, Catedra de Turism Servicii, Secțiunea a 2-a “Exigente ale managementului turismului românesc în mileniul trei”, ISBN: 973-594-596-7 (publicare CD)
- Vn2 **Andreea Schiopu** - *Motivarea angajaților în contextul managementului calității totale*, Simpozion Calitate și dezvoltare durabilă în contextul integrării în UE, ASE, București, 2002, Secțiunea 4 “Abordari actuale ale problematicii managementului calitatii”, publicat în volum, pp.476-480, publicată în volum.

Lucrări prezentate la diferite seminarii/sesiuni de comunicări științifice

- En1 **Andreea Schiopu** – *Importanța comunicării nonverbale în transmiterea mesajelor* - Comunicare științifică susținută în cadrul Sesiunii de Comunicări Științifice a Doctoranzilor “Contribuția cercetării științifice la dezvoltarea economică și socială a României”, mai, ASE, București, 2003
- En2 **Andreea Schiopu** – *Dimensiunile comunicării în organizație*, Sesiunea Științifică Internațională consacrată „Aniversării a 330 de ani de la nașterea lui Dimitrie Cantemir, personalitate marcantă a culturii europene”, 23-25 mai, Universitatea Creștină „Dimitrie Cantemir”, București, 2003, publicată în volum.
- En3 **Andreea Schiopu** – *ECO Challenge – doar o competiție?* - Comunicare științifică susținută în cadrul Sesiunii de Comunicări Științifice a Doctoranzilor „2002 Anul internațional al ecoturismului”, 11 decembrie, ASE, București, 2002
- En4 **Andreea Schiopu** – *Participarea și munca în echipă – condiții ale succesului* - Comunicare științifică susținută în cadrul Sesiunii de Comunicări Științifice a Doctoranzilor, aprilie, ASE, București, 2002
- En5 **Andreea Schiopu** – *Procesul de conducere și comunicarea* - Comunicare științifică susținută în cadrul Sesiunii de Comunicări Științifice a Doctoranzilor, ianuarie, ASE, București, 2002
- En6 **Andreea Schiopu** - *Integrarea peșterilor în circuitul turistic*, în Turismul în contextul dezvoltării durabile, ASE, București, 2001
- En7 **Andreea Schiopu** – *Comunicarea interculturală* - Comunicare științifică susținută în cadrul Sesiunii de Comunicări Științifice a Doctoranzilor “Contribuția cercetării științifice la dezvoltarea economică și socială a României”, 22-23 iunie, ASE, București, 2000

4. Citări ale lucrărilor publicate (SELECTIE)

referință bibliografică a lucrării citate(Ci1, Ci2) și referință / ele bibliografică / e a / ale lucrării care citează (Ci1.1, Ci1.2...., Ci2.1, Ci2.2, etc.)

C1. Schiopu, A.F., Horoianu, R.I., Padurean, A.M. & Nica, A.M., 2021. Virus tinged? Exploring the facets of virtual reality use in tourism as a result of the COVID-19 pandemic, *Telematics and Informatics*, 60 (2021), 101575, ISSN: 0736-5853, DOI:10.1016/j.tele.2021.101575, WOS:000654060700004, citat în:

C1.1. Ullah, F., Sepasgozar, S.M.E., Shirowzhan, S., & Davis, S., 2021. Modelling users' perception of the online real estate platforms in a digitally disruptive environment: An integrated KANO-SISQual approach. *Telematics and Informatics*, Volume 63, Article Number 101660, Oct 2021, DOI10.1016/j.tele.2021.101660, WOS:000690559200019

<https://www.webofscience.com.am.e-nformation.ro/wos/woscc/full-record/WOS:000690559200019>

SRI = 2,074 (iunie 2019)

C1.2. Alba-Martínez, J., Sousa, P.M., Alcañiz, M., Cunha, L.M., Martínez-Monzo, J., & García-Segovia, P., 2022. Impact of context in visual evaluation of design pastry: Comparison of real and virtual. Food Quality and Preference, Volume 97, April 2022, 104472,

<https://www.sciencedirect.com/science/article/abs/pii/S0950329321003542>,

https://scholar.google.com/scholar?start=10&hl=ro&as_sdt=2005&sciodt=0,5&cites=704318332164738643&scipsc=

SRI = 2,099 (iunie 2019)

C1.3. Rufai, O.H., Chu, J.X., Muhideen, S., Shahani, R., & Amosun, T.S., 2021. Exploring virtual reality technology and the role of mindfulness in promoting nuclear power knowledge and public acceptance in China. International Journal of Green Energy, Early Access NOV 2021, DOI10.1080/15435075.2021.1992412, WOS:000713592300001, <https://www.webofscience.com.am.e-nformation.ro/wos/woscc/full-record/WOS:000713592300001>

SRI = 0,689 (iunie 2019)

C1.4. Woyo, E., Nyamandi, C., 2021. DEVELOPMENT SOUTHERN AFRICA, Early Access APR 2021, WOS:000638153300001, DOI10.1080/0376835X.2021.1911788, <https://www.webofscience.com.am.e-nformation.ro/wos/woscc/full-record/WOS:000638153300001>

SRI = 0,429

C2. Schiopu, A.F., Pădurean, A.M., Țălă, M.L. & Nica, A.M., 2016. The Influence of New Technologies on Tourism Consumption Behavior of the Millennials. *Amfiteatrul Economic*, 18(10), pp. 829-846, ISSN Print: 1582-9146, ISSN Online: 2247-9104, WOS:000388624700008, citat în:

C2.1. Manfreda, A., Ljubić, K., & Groznik, A. 2020. Autonomous vehicles in the smart city era: An empirical study of adoption factors important for millennials. *International Journal Of Information Management*, Jun 2021, ISSN0268-4012, eISSN1873-4707, WOS:000633390600008,

SRI = 3,011 (iunie 2019)

C2.2. Giachino, C., Truant, E., & Bonadonna, A., 2020. Mountain tourism and motivation: millennial students' seasonal preferences. *Current Issues in Tourism*, Volume: 23 Issue: 19 Pages: 2461-2475, DOI: 10.1080/13683500.2019.1653831, WOS:000481062800001, **SRI = 1,124** (iunie 2019)

C2.3. Giachino, C., Pattanaro, G., Bertoldi, B., Bollani, L., & Bonadonna, A. 2021. Nature-based solutions and their potential to attract the young generations, *Land Use Policy*, Feb 2021, ISSN0264-8377, eISSN1873-5754, WOS:000607554000002, **SRI = 1,224** (iunie 2019)

C2.4. Bravo, R., Catalan, S., & Pina, J.M., 2020. Intergenerational differences in customer engagement behaviours: An analysis of social tourism websites. *International Journal of Tourism Research*, 22 (2), 182-191, DOI: 10.1002/jtr.2327, WOS:000482690700000, **SRI = 0,927** (iunie 2019)

C2.5. Nguyen, T., Lee, K., Chung, N., & Koo, C., 2020. The way of generation Y enjoying Jazz festival: a case of the Korea (Jarasum) music festival. *Asia Pacific Journal of Tourism Research*, 25(1), 52-63, WOS:000629608800005, **SRI = 0,498** (iunie 2019)

C2.6. Dabija, D.-C., Bejan, B. M., & Dinu, V., 2019. How sustainability oriented is Generation Z in retail? A Literature Review. *Transformations in Business & Economics*, 18(2), 140-155, WOS:000470036100008, **SRI = 0,092** (iunie 2019)

C2.7. Lee, S., Lee, W., Vogt, C.A., Zhang, Y., 2021. A comparative analysis of factors influencing millennial travellers' intentions to use ride-hailing. *INFORMATION TECHNOLOGY & TOURISM*, 23(2), 133-157. <https://www.webofscience.com.am.e-nformation.ro/wos/woscc/full-record/WOS:000611906200001>

C3. Schiopu, A.F., Vasile, D. C., & Tuclea, C.E. 2015.. Principles and Best Practices in Successful Tourism Business Incubators, *Amfiteatrul Economic*, Volume: 17, Issue: 38, Pages: 474-487, Published: Feb 2015, ISSN: 1582-9146, eISSN: 2247-9104, WOS:000352213800030 citat în:

- C3.1.** Guerrero, M., Linan, F., &Caceres-Carrasco, F.R., 2020. The influence of ecosystems on the entrepreneurship process: a comparison across developed and developing economies, *Small Business Economics*, Early Access: Aug 2020, DOI: 10.1007/s11187-020-00392-2, WOS:000561846000001, **SRI = 1,662** (iunie 2019)
- C18.** Christian M. Rogerson (2016), Re-energising business incubation policy in South Africa: learning from international experience, in Ed. Editors: Ronnie Donaldson, Gustav Visser, Jaco Kemp & Jan de Waal, Proceedings of the Centenary Conference of the Society of South African Geographers, 25 – 28 September 2016, Stellenbosch, Society of South African Geographers, 2016, ISBN 978-0-7972-1610-5, **CARTE/volum colectiv**, <http://www.ssag.co.za/pdf/Proceedings.pdf#page=29>
- C4.** Williamson, N.C., Kshetri, N., Heijwegen, T. & Schiopu, A.F., 2006. An Exploratory Study of the Functional Forms of Export Market Identification Variables. *Journal of International Marketing*, American Marketing Association, 14(1), pp. 71–97, 2006, ISSN: 1069-031X (print), ISSN: 1547-7215 (electronic), WOS:000236004400004, citat in:
- C4.1.** Gorton M., White, J. (2009), Export strategies and performance in the CIS: case study evidence from the dairy sector, White JSource, POST-COMMUNIST ECONOMIES, Vol. 21, Iss. 4, pp. 475-494 , ISSN: 1463-1377, WOS:000277673900006, **SRI = 0,382** (iunie 2019)
- C5.** Kshetri, N., Schiopu, A. 2007. Government Policy, Continental Collaboration and the Diffusion of Open Source Software in China, Japan and South Korea, *Journal of Asia Pacific Business*, The Haworth Press, Vol. 8, No. 1, pp 61-77, 2007, ISSN: 1059-9231 (print), ISSN: 1528-6940 (electronic) citat in:
- C5.1.** Hongbum Kim, Dong-Hee Shin, Daeho Lee, 2015. A socio-technical analysis of software policy in Korea: Towards a central role for building ICT ecosystems, *TELECOMMUNICATIONS POLICY*, Volume 39, Issue 11, December 2015, pp. 944–956, 0308-5961, sursa bibliografică 27, **SRI = 1,438** (iunie 2019)
- C5.2.** Aksulu A. si Wade M. (2010), A comprehensive review and synthesis of open source research, *JOURNAL OF THE ASSOCIATION FOR INFORMATION SYSTEMS*, Volume 11, Iss. 11, Article 6, ISSN: 1536-9323, Available at: <http://aisel.aisnet.org/jais/vol11/iss11/6>, pp. 576-656, referință bibliografică nr. 335, **SRI = 3,731** (iunie 2019)
- C6.** Schiopu, A.F., 2015. Workplace Emotions and Job Satisfaction, *International Journal of Economic Practices and Theories*, Special Issue on Competitiveness and Economic & Social Cohesion, Vol. 5, No. 3, pp. 240-247, 2015 (May), ISSN: 2247 – 7225 (online), http://www.ijepc.org/index.php/ijepc/article/view/Workplace_Emotions_and_Job_Satisfaction/pdf_116 citat in:
- C6.1.** Pinheiro P.G., Ramos J.J.G., Donizete V.L., Picanço P., De Oliveira G.H. (2017) Workplace Emotion Monitoring—An Emotion-Oriented System Hidden Behind a Receptionist Robot. In: Zhang D., Wei B. (eds) Mechatronics and Robotics Engineering for Advanced and Intelligent Manufacturing. Lecture Notes in Mechanical Engineering. Springer, Cham, Hardcover ISBN 978-3-319-33580-3, http://link.springer.com/chapter/10.1007/978-3-319-33581-0_32 **CARTE/volum colectiv**, https://scholar.google.ro/scholar?cites=5273878539146217756&as_sdt=2005&sciodt=0,5&hl=ro
- C7.** Kshetri, N., Williamson, N.C., Schiopu , A., 2007. *Economics and Politics of Advertising: evidence from the enlarging European Union*, The European Journal of Marketing, Vol.41, No. 3/4, pp. 349-344, 2007, ISSN: 0309-0566, Publicație științifică de categoria ISI,
- Ci7.1** K. V. Meland, T.A. Iakovleva (2016) Chapter 5 Institutions and spin-offs. Determining factors for establishment and early market entry success of innovation based spin-offs from KIBS-firms, in *Knowledge Intensive Business Services and Regional Competitiveness*, editat de João J. M. Ferreira, Mário L. Raposo, Cristina I. Fernandes, Marcus Dejardin, Routledge, Tailor and Francis, 2016, New York, ISBN 978-1-138-85936-4 **CARTE** https://scholar.google.ro/scholar?cites=16406406159335453591&as_sdt=2005&sciodt=0,5&hl=ro, https://books.google.ro/books?hl=ro&l=ro&id=Cy4FDAAAQBAJ&oi=fnd&pg=PA126&ots=aV7CAGkcDz&sig=DpMmTRsGEnR7_9o3cLML9NeaLyY&redir_esc=y#v=onepage&q=&f=false
- Ci7.2** Sigge Winther Nielsen (2015), *On Political Brands: A Systematic Review of the Literature*, Journal of Political Marketing, 14 August, 2015, Taylor & Francis, pp.1-29, https://www.researchgate.net/publication/282899284_On_Political_Brands_A_Systematic_Review_of_the_Literature https://apps.webofknowledge.com/CitingArticles.do?product=WOS&REFID=75726170&SID=V1WLq9DIDsaEPCCTECn&search_mode=CitingArticles&parentProduct=WOS&parentQid=8&parentDoc=1&excludeEventConfig=ExcludeIfFromFullRecPage
- revista indexată în:** Academic Universe (Lexis/Nexis); America: History and Life (ABC-CLIO); BEFO; The British Library; Cambridge Scientific Abstracts; CSA Worldwide Political Science Abstracts; EBSCOhost Online Research Databases; Electronic Collections Online (OCLC); ELMAR American Marketing Association; Elsevier Eflow-I; Elsevier Scopus; Historical Abstracts (ABC-CLIO); ESCI; Index to Periodical Articles Related to Law; International Bibliography of Book Reviews on the Humanities & Social Sciences (IBR); International Bibliography of Periodical Literature on the Humanities and Social Sciences (IBZ); International Political Science Abstracts; JournalSeek; Lexis.com; Links@Ovid; NewJour; OCLC ArticleFirst; Ovid Linksolver; Public Affairs Information Service (PAIS); SwetsWise All Titles; Worldwide Political Science Abstracts (CSA).
- Ci7.3** Salem Mohamed S. Busen, Che Su Mustaffa (2014), *The Role of Interactive Advertisements in Developing Consumer-based Brand Equity: A Conceptual Discourse*, Procedia - Social and Behavioral Sciences, Volume 155, 6 November 2014, pp. 98-103, <http://www.sciencedirect.com/science/article/pii/S1877042814057292>, https://apps.webofknowledge.com/CitingArticles.do?product=WOS&REFID=75726170&SID=V1WLq9DIDsaEPCCTECn&search_mode=CitingArticles&parentProduct=WOS&parentQid=8&parentDoc=1&excludeEventConfig=ExcludeIfFromFullRecPage

[arch_mode=CitingArticles&parentProduct=WOS&parentQid=8&parentDoc=1&excludeEventConfig=ExcludeIfFromFullRecPage](#)

Web of Science Categories: Communication; Social Sciences, Interdisciplinary

revista indexată în: Conference Proceedings Citation Index Thomson Reuters, Science Direct,

Ci7.4 Gati M., Bauer A. (2011), *The Economic Approach of Advertising and the Problem of Allocating Advertising Budgets during a Recession. Contemporary Issues in Economy: After the Crisis?*, 13-14 May, 2011, Torun, Poland, <https://www.researchgate.net/publication/270959192>

Ci7.5 Galang R. (2010), *Institutional Determinants of International Technological Diffusion: The Case of Electronic Ticketing among Airlines*, Asian Society for Institutional Analysis, Working Paper Series, October, Working Paper No.: ASIASIA10-01, http://www.spp.nus.edu.sg/docs/Asiasia/2010/ASIASIA-WP_10-01_Galang.pdf

Ci7.6. Gabriele Siegert, Ulrike Mellmann, Loris Russi (2010), *Comparing advertising markets. Case studies of eight countries*, Working Paper No.7, IPMZ – Institute of Mass Communication and Media Research, Media economics and management division, University of Zurich, ISSN: 1662-1433, www.mediaeconomics.ch.

Ci7.7 Gary Armstrong, Philip Kotler, Michael Harker, Ross Brennan (2009), *Marketing: An Introduction*, Pearson Education, 2009, Harlow, ISBN 978-0-273-71395-1 CARTE

https://scholar.google.ro/scholar?cites=16406406159335453591&as_sdt=2005&sciodt=0,5&hl=ro,
https://books.google.ro/books?hl=ro&lr=&id=UNd1Bm916KUC&oi=fnd&pg=PR15&ots=j4Nh81Nzq&sig=GAA-8g--zs4bYpD10g-UrGr3zXw&redir_esc=y#v=onepage&q&f=false

Ci7.8. Lah M., Ilic B. (2009), *Avertising of domestic and foreign firms in Slovenia during its ten-year transition period*, Golob USource: Tranformations in Business and Economics, Vol. 8, Iss. 2, pp.135-149, ISSN: 1648 - 4460 (preluat din ISI Web of Knowledge,

https://apps.webofknowledge.com/CitingArticles.do?product=WOS&REFID=75726170&SID=V1WLq9DIDsaEPCCTECn&se_arch_mode=CitingArticles&parentProduct=WOS&parentQid=8&parentDoc=1&excludeEventConfig=ExcludeIfFromFullRecPage

revista indexată ISI, factor de impact 1,205 in 2009, factor impact pe 5 ani in 2009 nu este calculat. Este calculat din 2010 pentru 5 ani. AIS=0,073 (2015) PRELUATA DIN WEB OF SCIENCE

Ci7.9. Liligeto, R.N.E. (2012), Consumer Perception of Advertising Media in Fiji: A Comparative Study of TV and Newspaper, School of Management and Public Administration, Faculty of Business Economics, The University of the South Pacific, Suva Fiji, August 2012, <http://digilib.library.usp.ac.fj/gsdl/collect/usplibr1/index/assoc/HASH692c.dir/doc.pdf>, https://scholar.google.ro/scholar?cites=16406406159335453591&as_sdt=2005&sciodt=0,5&hl=ro

C8. Șchiopu, A.F., 2014. Emotional labor – a precondition for service quality in hospitality, Supplement of *Quality – Access, to Success*. Vol 15, S5, pp.170 – 175, 2014, ISSN 1582-2559, http://www.srac.ro/calitatea/arhiva/supliment/2014/Q-asContents_Vol.15_S5_November-2014.pdf, revista indexata in SCOPUS, EBSCO, CABELL'S, PROQUEST.

C8.1 Nichita, M., *Regression Model for Risk Reporting in Financial Statements of Accounting Services Entities*, SEA – Practical Application of Science, Volume III, Issue 2(8), pp. 101-107, 2015, ISSN 2360 – 2554, http://sea.bxb.ro/Article/SEA_8_14.pdf, https://scholar.google.ro/scholar?oi=bibs&hl=ro&cites=1126017868399118337&as_sdt=5

revista indexată în: RePEc, EconPapers, Ulrichs, CEEOL, EBSCO, Index Copernicus, EuroInternet, Science Central.

C8.2 Bulin, D., *Policies and Strategies for Tourism Development – Some Lessons from Romania*, Knowledge Horizons – Economics, “Dimitrie Cantemir” Christian University, Volume 7, No. 2, pp. 77–81, 2015, E-ISSN. 2066-1061, <http://www.orizonturi.ucdc.ro/arhiva/khe7nr2/Bulin.pdf>

revista indexată în: RePEc, EconPapers, EBSCO, Host, ProQuest, Ulrich's Periodicals Directory, Open J-Gate, IndexCopernicus

C9. Șchiopu, A.F., 2014. Dimensions and Effects of Emotions in Organizational Settings, *Management Intercultural*, Volumul XVI, Nr. 3(32), pp. 77-83, 2014, ISSN-L: 1454-9980, <http://mi.bxb.ro/management-intercultural-nr-322014/>, revista indexata in RePEC, EconPapers, ULRICH'S, CEEOL, EBSCO, Index Copernicus, EuroInternet.

C9.1 Tuclea, C.E., Vraneanu, D.M. si Filip, A., *Dimensions of Deviant Workplace Behavior in Small and Medium-Sized Enterprises*, Review of International Comparative Management, Vol. 16, No. 1, pp. 23-38, 2015, ISSN 1582-3458, <http://rmci.ase.ro/no16vol1/02.pdf>

revista indexată în: RePec (Research Papers in Economics - IDEAS, Econpapers, Socionet), Index Copernicus - Journals Master List, EBSCO, The World Wide Web Virtual Library For European Integration, NewJour Electronic Journals and Newsletters, Ulrich's Periodicals Directory, Cabells Database, Google Scholar, OCLC-WorldCat

C10. Șchiopu, A.F., 2014. Role and Consequences of Emotional Labor in the Workplace, SEA – Practical application of science, Volume II, Issue 2 (4), pp. 675-682, 2014, ISSN 2360 – 2554, http://sea.bxb.ro/Article/SEA_4_80.pdf , revista indexata in RePEC, EconPapers, Ulrichs, CEEOL, EBSCO, Index Copernicus, EuroInternet, Science Central.

C10.1 Tuclea, C.E., Vraneanu, D.M. si Filip, A., *Dimensions of Deviant Workplace Behavior in Small and Medium-Sized Enterprises*, Review of International Comparative Management, Vol. 16, No. 1, pp. 23-38, 2015, ISSN 1582-3458, <http://rmci.ase.ro/no16vol1/02.pdf>

revista indexată în: RePec (Research Papers in Economics - IDEAS, Econpapers, Socionet), Index Copernicus - Journals Master List, EBSCO, The World Wide Web Virtual Library For European Integration, NewJour Electronic Journals and Newsletters, Ulrich's Periodicals Directory, Cabells Database, Google Scholar, OCLC-WorldCat

C11. Tala, M., Șchiopu, A., Brindusouiu, C., 2011. *Bleisure – A New Trend in Tourism Industry*, FORUM WARE INTERNATIONAL, Special Issue 1/2011, Excellence in Business, Commodity Science and Tourism, Issued by IGWT, pp.235-240, ISSN: 1810-7028

C11.1 Kachniewska, M. (2015), Combining the Business and Pleasure-Like Aspects of Business Trips (Bleisure Trend) as a Premise of Hotel Offer Development, The Central European Journal of Social Sciences and Humanities, 2015, 40/2015 Turystyka. Marketing miejsc - teraźniejszość czy przyszłość?, pp. 42-58, indexat PAN, CEON, Akademie ved Ceske republiky, ICM

<http://cejsh.icm.edu.pl/cejsh/element/bwmeta1.element.desklight-a47ce7f5-ec65-436f-af22-8f172f45ed48>

https://scholar.google.ro/scholar?oi=bibs&hl=ro&cites=799498082716989923&as_sdt=5

C11.2 Czernek, K. si Niezgoda, A. (2014), Stakeholders' relationships in the sustainable development of tourist destinations, Scientific Journal No. 836, Economic Problems of Tourism, VOL. 4 (28), Contemporary Issues of Functioning of Tourism Economy, University of Szczecin, Szczecin University Press, ISSN 1640-6818, ISSN 1644-0501, pp. 39-53, indexed in CABI database, BazEkon database

[https://www.researchgate.net/publication/275994394 Stakeholders' relationships in the sustainable development of tourist destinations](https://www.researchgate.net/publication/275994394_Stakeholders'_relationships_in_the_sustainable_development_of_tourist_destinations)

C11.3 Kachniewska, M. (2014), Tourism Value Added Creation Through A User-Centric Context-Aware Digital System, Scientific Journal No. 836, Economic Problems of Tourism, VOL. 4 (28), Contemporary Issues of Functioning of Tourism Economy, University of Szczecin, Szczecin University Press, ISSN 1640-6818, ISSN 1644-0501, pp. 103-117, indexed in CABI database, BazEkon database

[https://www.researchgate.net/publication/274021482 Tourism value added creation through a user-centric context-aware digital system](https://www.researchgate.net/publication/274021482_Tourism_value_added_creation_through_a_user-centric_context-aware_digital_system)

Notă

- (1) Fiecare lucrare este prezentată, în limba în care a fost publicată/expusă, corespondentul structurii " I, II, III, IV, V, VI, VII ", unde: I este indicativul (T1, T2 etc.; Ca1, Ca2 etc.; ...), care se scrie "bold" la lucrările realizate după acordarea ultimului titlu didactic/grad profesional(**Ca1, II** etc., după caz); II - autorii în ordinea din publicație, cu scriere "bold" a **candidatului**; III – *titlul*, scris "italic"; IV - editura sau revista sau manifestarea și/sau alte elemente de localizare, după caz; V - intervalul de pagini din publicație, respectiv, pp ...-..., numărul total de pagini, respectiv, ... pg., sau alte date similare, după caz; VI - anul sau perioada de realizare, după caz.; VII – ISSN (pentru reviste) sau ISBN (pentru cărți, manuale, tratate, volumele unor manifestări științifice, etc).
- (2) În cadrul fiecărui grup de lucrări (Ca1, Ca2 etc.; II, I2 etc. ; ...), lucrările sunt în ordine invers cronologică.

**Candidat,
Şchiopu Andreea Fortuna**

10.12.2021

*Andreea
Şchiopu*