

ACTIVITATEA ȘTIINȚIFICĂ

Teza susținută public la data de 16 ian 2015: „Studiu privind comportamentul ecologic al consumatorilor de produse agroalimentare” la Universitatea Babeș-Bolyai din Cluj. Rezumat disponibil la:
<https://teze.doctorat.ubbcluj.ro/doctorat/teza/fisier/2404>

I. Cărți

d. Manuale și cursuri universitare publicate în edituri recunoscute CNCS –

1. Barbu Florentina Simona, Szentesi Silviu Gabriel, Lile Ramona, Iacob Mihaela Ioana – 2011, Caiet de practică, Specializarea Marketing, Editura Universității Aurel Vlaicu, Arad, ISBN 978-973-752-581-9, 92 p.
2. Silviu Gabriel Szentesi, Florentina Simona Săbău - 2009, Cercetări de marketing în comerț, turism și servicii, Editura Universității Aurel Vlaicu, Arad, ISBN -978-973-752-361-7, 269 p.

II. Studii publicate în volume-

III. Studii și articole în reviste de specialitate din fluxul principal de informații

a. Articole științifice publicate în reviste de specialitate cotate ISI-

1. Szentesi, S.G., Barbu, F.S., Bozdog, L.Ș., and Dicu, A.M.(2026). Between Social Media Misinformation and AI Assistance: Mechanisms Shaping Purchase Intention for Sustainable Food Products. *Amfiteatru Economic*, 28(73), pp. 880-900. <https://doi.org/10.24818/EA/2026/73/880>, ISSN 1582-9146, E ISSN 2247-9104. WOS:001839869500003
2. Dicu, A. M., Marin, R.-C., Muntean, C., Moleriu, R. D., Tudor, A., Piroș, T., **Barbu, F. S.**, Radu, D. G., & Bozdog, L. Ș. (2026). Development and Validation of a Multidimensional Consumer Assessment Framework for Alternative-Ingredient Bakery and Confectionery Products: Implications for Nutrition Methodology and Sustainable Diet Research. *Foods*, 15(17), 2950. <https://doi.org/10.3390/foods15172950> WOS:001874422500001, *Foods* ISSN 2304-8158
3. Cuc, L. D., Rad, D., Isac, F. L., **Barbu, F. S.**, Joldeș, C. S. R., Gomoi, B. C., Almași, R. C., Manațe, D., & Megan, O. (2025). Mapping User Perceptions of AI in Accounting and Auditing with the TAM—A Network Analysis Approach. *Electronics*, 14(23), 4598. <https://doi.org/10.3390/electronics14234598>, ISSN (electronic) 2079-9292, <https://www.mdpi.com/journal/electronics/stats>
4. Szentesi, S. G., Barbu, F. S., Blaga, R. L., Bozdog, L., & Breșfelean, V. P. (2025). The role of perception and knowledge in shaping consumer behaviour toward green agro-food products in Romania and its effect on well-being. *Amfiteatru Economic*, 27(69), 452–469. <https://doi.org/10.24818/EA/2025/69/452>, ISSN 1582-9146, E ISSN 2247-9104. WOS:001500039000011
5. Dicu, A. M., Rad, D., **Barbu, F.**, Cuc, L. D., Feher, A., Roman, D., Mazuru, L., Sanda, G., & Pîrvulescu, L. (2025). From attachment to action: Consumer identification and the sustainable buying of rural brand products like “Pită de Pecica”. *Sustainability*, 17(9), 4133. <https://doi.org/10.3390/su17094133> Q2, IF 3,3, e ISSN 2071-1050, IDS Number 2NE4A, WOS:001486636700001 <https://www.mdpi.com/2071-1050/17/9/4133>
6. Rad, D., Cuc, L., Croitoru, G., Gomoi, B., Mazuru, L., Bîlți, R., Rusu, S., Sinaci, M., & Barbu, F. (2025). Modeling investment decisions through decision tree regression—A behavioral finance theory approach. *Electronics*, 14(8), 1505. <https://doi.org/10.3390/electronics14081505> IF2,6, CS 5,3, Q2, e ISSN 2079-9292, ISSN 2079-9292, IDS Number 1VV3P, <https://doi.org/10.3390/electronics14081505>. WOS:001474862700001, <https://www.mdpi.com/2079-9292/14/8/1505>
7. Dicu, A. M., Cuc, L. D., Rad, D., Rusu, A. I., Feher, A., Isac, F. L., Manate, D., Pallag, A., & Barbu, F. S.(2024). Exploration of food attitudes and management of eating behavior from a psycho-nutritional perspective. *Healthcare*, 12(19), 1934. <https://doi.org/10.3390/healthcare12191934> Q2. I.F. = 2,7 (AIS=0,533). WOS:001331953100001, PubMed ID 39408115, eISSN 2227-9032, IDS Number I7I3A. <https://www.mdpi.com/2227-9032/12/19/1934> <https://www.webofscience.com/wos/alldb/full-record/WOS:001331953100001>

b. Articole științifice publicate în reviste de specialitate cotate CNCS în categoria B+ și/sau indexate în BDI (cel puțin două BDI)

1. **Barbu, F. S.**, Macavei, P.-N., Popescu, A., Condrat, D., & Dicu, A. M. (2025). Food integrity through financial responsibility and legislative control. *Lucrări Științifice Management Agricol*, 27(3). <https://www.lisma.ro/index.php/lisma/article/view/2943> (former ISSN 1453-1410, E-ISSN 2069-2307)
2. **Florentina Simona Barbu**, Grigorie Sanda, Corina-Maria Rusu, Petronela-Gianina Balint (2024) The Impact of Social Networks on the Choice of Tourist Destinations, *Proceedings of the International Conference on Business Excellence*, volumul 18(1), pp. 2327-2343, DOI: [10.2478/picbe-2024-0197](https://doi.org/10.2478/picbe-2024-0197), disponibil la: <https://sciendo.com/article/10.2478/picbe-2024-0197>
3. Rusu Corina Maria, Bîlți Raluca Simina, **Barbu Florentina Simona**, Bălan Leonard Sergiu, (2023), The Impact of the Workforce Diversity, Innovation Capacity and Corporate Social Responsibility on the Image of the Organization, *Proceedings of the 17th International Conference on Business Excellence*, volumul 17(1), 23-25 martie 2023, Society for Business Excellence & Faculty of Business Administration in Foreign Languages (FABIZ), Editura De Gruyter, ISSN online 2558-9652, DOI 10.2478/picbe-2023-0100, pp. 1119-1127, BDI: EBSCO, Proquest, ExLibris, OCLC, Google Scholar, Microsoft Academic, CELDES, CNPIE, Naviga, Thomson Reuters ISI Web of Science (WOS) Conference Proceedings Citation Index, disponibil la: <https://sciendo.com/article/10.2478/picbe-2023-0100>
4. **Barbu Florentina Simona**, Olga Irina Maxim, (2014) „The clients of special events and specific Marketing Communication”, *Journal of Economics and Business Research*, ISSN: 2068 - 3537, E – ISSN (online) 2069 – 9476, Year XX, No. 2, pp.124-136
5. **Barbu Florentina Simona**, (2013) „Implementation of the Eco-label for Tourist Accommodation Units in Arad”, *Journal of Economics and Business Research*, ISSN: 2068 - 3537, E – ISSN (online) 2069 – 9476, ISSN – L = 2068 – 3537, Year XIX, No. 2, 2013, pp. 134-140
6. Luiu Magdalena Csorba, **Barbu Florentina Simona**, 2011, „*Biological versus syntetic food-result an efficient consumer protection strategy*”, International Scientific Symposium, Sustainable Rural Development, Agricultural Management, Marketing and Consultancy, Facultatea de management agricol, Timișoara 20 mai 2011. *Management Agricol, Lucrări științifice*, seria I, VOL XIII (2), Ed. Agroprint Timișoara, ISSN 1453-1410, pag 119-126, Indexat în CABI Full Text, Index Copernicus, EBSCO, Directory of Open Access Journals (DOAJ), încadrat în clasificarea CNCSIS în categoria B+. disponibil la: http://www.usab-tm.ro/utilizatori/management/file/cercetare/2010-2011/vol_xiii/section2/manag017.pdf
7. Băra Eva Iuliana, **Barbu Florentina Simona**, 2011, „*The trademark role in repositioning strategy of wine in Minis Maderat vineyard*”, International Scientific Symposium, Sustainable Rural Development, Agricultural Management, Marketing and Consultancy, Facultatea de management agricol, Timișoara 20 mai 2011. *Management Agricol, Lucrări științifice*, seria I, VOL XIII(2), Ed. Agroprint Timișoara, ISSN 1453-1410, pag 115-118, Indexat în CABI Full Text, Index Copernicus, EBSCO, Directory of Open Access Journals (DOAJ), încadrat în clasificarea CNCSIS în categoria B+. disponibil la: http://www.usab-tm.ro/utilizatori/management/file/cercetare/2010-2011/vol_xiii/section2/manag016.pdf
8. **Barbu Florentina Simona**, Luiu Magdalena Csorba, 2011, „*Expressions of cultural practices associated with the alternative agriculture paradigm*”, International Scientific Symposium, Sustainable Rural Development, Agricultural Management, Marketing and Consultancy, Facultatea de management agricol, Timișoara 20 mai 2011. *Management Agricol, Lucrări științifice*, seria I, VOL XIII(2), Ed. Agroprint Timișoara, ISSN 1453-1410, pag 105-114, Indexat în CABI Full Text, Index Copernicus, EBSCO, Directory of Open Access Journals (DOAJ), încadrat în clasificarea CNCSIS în categoria B+. disponibil la: http://www.usab-tm.ro/utilizatori/management/file/cercetare/2010-2011/vol_xiii/section2/manag015.pdf
9. **Barbu Florentina Simona**, Băra Eva Iuliana, 2011 „*Organic farming and climatic change*”, International Scientific Symposium, Sustainable Rural Development, Agricultural Management, Marketing and Consultancy, Facultatea de management agricol, Timișoara 20 mai 2011. *Management Agricol, Lucrări științifice*, seria I, VOL XIII(2), Ed. Agroprint Timișoara, 2011, ISSN 1453-1410, pag 95-104, Indexat în CABI Full Text, Index Copernicus, EBSCO, Directory of Open Access Journals (DOAJ), încadrat în clasificarea CNCSIS în categoria B+. disponibil la: http://www.usab-tm.ro/utilizatori/management/file/cercetare/2010-2011/vol_xiii/section2/manag014.pdf
10. **Barbu Florentina Simona**, Băra Eva, 2010, „*Promoting eco-label to the consumer*”, Management of durable rural development, Facultatea de management agricol, Timișoara 20 mai 2010. *Management Agricol, Lucrări științifice*, SERIA I, VOL. XII (2), Ed. Agroprint Timișoara, ISSN 1453-1410, pag 211-216, Indexat în CABI Full Text, Index Copernicus, EBSCO, Directory of Open Access Journals (DOAJ), încadrat în clasificarea CNCSIS în categoria B+. disponibil la: http://www.usab-tm.ro/pdf/2010/xii2/management10_28.pdf
11. Băra Eva, **Barbu Florentina Simona**, 2010, „*Current trends on consumption of wine-vine products from Miniș-Măderat vineyard*”, Management of durable rural development, Facultatea de management agricol, Timișoara 20 mai 2010. *Management Agricol, Lucrări științifice*, SERIA I, VOL. XII (2), Ed. Agroprint Timișoara, ISSN 1453-1410, pag. 205-210, Indexat în CABI Full Text, Index Copernicus, EBSCO, Directory of Open Access Journals (DOAJ), încadrat în clasificarea CNCSIS în categoria B+. disponibil la: http://www.usab-tm.ro/pdf/2010/xii2/management10_27.pdf

12. **Barbu Florentina Simona**, Băra Eva, 2010, „*Organic farming a chance for Romanian agriculture*” - Research Journal of Agricultural Science, 42 (3), 2010, “Trends in the European agriculture development”, pag. 412-417 edited by the Banat's University of Agricultural Sciences and Veterinary Medicine, **Timișoara**, May ISSN 2066-1843, (Index CABI, Index Copernicus International - I.C. Journals Master List (IC= 3.93), Ulrich, încadrat în clasificarea CNCSIS în categoria B+. disponibil la: <https://scispace.com/pdf/organic-farming-a-chance-for-romanian-agriculture-3ztaqf7sb1.pdf>
13. Băra Eva, **Barbu Florentina Simona** 2010, „*Converting from conventional to organic viticulture in Miniș-Măderat vineyard*”, Research Journal of Agricultural Science, 42 (3), 2010, “Trends in the European agriculture development”, pag. 408-411, edited by the Banat's University of Agricultural Sciences and Veterinary Medicine, **Timișoara**, ISSN 2066-1843 (Index CABI, Index Copernicus International - I.C. Journals Master List (IC= 3.93), Ulrich, încadrat în clasificarea CNCSIS în categoria B+. disponibil la: https://rjas.ro/download/paper_version.paper_file.a841ac51f79021d0.3139312e706466.pdf
14. Lile Ramona, **Barbu Florentina Simona**, Pantea Mioara, Sanda Grigorie, 2010, “*The crisis is affecting women entrepreneurship*”, Journal of Economics and Business Research, vol XVI (1), ISSN: 2068 - 3537, pp. 139-145, Indexat Doaj, Copernicus, EBSCO
15. Luiu Magdalena Csorba, **Florentina Sabău**, 2009 - “*Consumer protection - a major element of the communication strategy in forestry*”, Bulletin of University of Agricultural Sciences and Veterinary Medicine Cluj-Napoca. Horticulture: Vol 66, No 2 (2009), Print ISSN 1843-5254; Electronic ISSN 1843-5394, pag. 148-155, disponibil la: <http://journals.usamvcluj.ro/index.php/horticulture/article/view/3908/3586>

c. Articole științifice publicate în reviste de specialitate cotate CNCS în categoria B și/sau indexate în BDI (o singură BDI)-

d. Articole științifice publicate în reviste de specialitate cotate CNCS în categoria C -

e. Articole științifice publicate în volumele unor conferințe internaționale

1. Blaga, R. L., Szentesi, S. G., **Barbu, F. S.**, Sinaci, M., & Bozdog, L. (2025). The acceptance of humanoid robots: Evidence from Romania. Revista de Studii Financiare, 11 (Special Issue). Disponibila: <https://revista.isfin.ro/2026/02/10/the-acceptance-of-humanoid-robots-evidence-from-romania/>
Prezentat la International Conference On “Ongoing Social, Economic and Environmental Challenges” – 3rd Edition, October 17th – 18th 2025, disponibil la: <https://cdn.uav.ro/documente/Universitate/Evenimente/PROGRAMME-OSEEC-2025.pdf>
2. **Barbu Florentina-Simona**, Lăpădat Andreea-Anamaria, Sanda Cristina-Maria, Sanda Grigorie, (2024) A New Business Model Approached In The Banking Sector. Prezentat la International Conference On “Ongoing Social, Economic and Environmental Challenges” - 2nd Edition, October 11th – 12th 2024, disponibil la: <https://cdn.uav.ro/documente/Universitate/Cercetare/PROGRAMME-OSEEC-2024.pdf>
3. Flaviu-Casian Faur, Corina-Maria Rusu, **Florentina-Simona Barbu**, Cristina-Maria Sanda și Leonard-Sergiu Bălan, (2023) The impact of digitalization on financial fraud detection and prevention in insurance organizations from Romania, The 1st International Conference „Ongoing Social, Economic and Environmental Challenges” (OSEEC), 13-14 octombrie 2023, Facultatea de Științe Economice, Universitatea „Aurel Vlaicu” din Arad, Moneasa, Arad, România, disponibil la: <https://www.isf.ro/ro/Publicatii-Volumul-Conferintei-Internationale-Ongoing-Social-Economic-and-Environmental-Challenges-2023>
4. **Barbu Florentina Simona**, Spînu Adina-Eleonora, 2018, „*The environmental behavior of students at Aurel Vlaicu University of Arad*”, International Symposium Research and Education in an Innovation Era, 7th Edition, May 17th-20th, 2018
5. **Săbău Florentina Simona**, Sanda Grigorie, 2008, “*Process of Ecological Design – Point of View of the Product*”, University “Aurel Vlaicu” Arad - International Symposium Research and Education in Innovation Era, 2nd Edition, November 2008, Teoretical Developments in Contemporary Economics, Mirton Publishing House, Timișoara, ISBN 978-973-52-0489-1, p.134
6. Rusu. Sergiu, **Săbău Florentina Simona**, 2008- “*The Tourist Product Life Cycle*, University “Aurel Vlaicu” Arad -International Symposium Research and Education in Innovation Era, 2nd Edition, November 2008, Teoretical Developments in Contemporary Economics, Mirton Publishing House, Timișoara, ISBN 978-973-52-0489-1, p.185

f. Alte articole științifice

1. Gomi, B. C., **Barbu, F.S.**, Micu, B.A., 2019, *Studiu privind impactul multiculturalității la nivelul globalizării brand-urilor*, Comunicare și interculturalitate în anul Centenarului, Ediția a XVIII-a a Școlii de Vară, Arad, Editura Universității “Aurel Vlaicu” din Arad, ISBN 978-973-752-833-9, pag. 79 - 84

2. Spînu Adina-Eleonora, **Barbu Florentina Simona**, 2018, „*Calitatea în învățământ definește educația pentru o dezvoltare durabilă*” /în Calitatea în învățământ, o prioritate pentru școlile arădene coord.: Lavinia Cuc. - Arad : Editura Universității "Aurel Vlaicu", 2018, ISBN 978-973-752-782-0, p.101-104.
3. Csorba Luiela, **Barbu Florentina**, 2010 – „*Strategia forțelor de vânzare în marketingul produselor agro-silvice*”, Revista de Comerț nr. 2/2010, editor Tribuna Economică, ISSN 1582 - 0424, pag. 50 - 52.

VI. PROIECTE DE CERCETARE PE BAZĂ DE CONTRACT / GRANT

Calitatea în cadrul proiectului	Titlul, finanțatorul, perioada, valoarea
Membru	„ <i>Realizarea unei rețele de consultanță pentru firmele româno-maghiare TAMARO</i> ”, Programul de cooperare transfrontalieră Ungaria-România 2007-2013, perioada derulării 2010-2011, valoarea 74056 euro.
Membru	„ <i>Studiu de fezabilitate privind dezvoltarea turistică al Canalului Morilor</i> ”, anul 2009, Valoarea 110.000 RON.
Membru	„ <i>Rețea națională de educație, stimulare și promovare a creativității și dreptului de proprietate intelectuală - RECPIN</i> ”, coordonator proiect Universitatea Transilvania Brașov prin Incubatorul Tehnologic și de Afaceri, finanțat prin Programul 2 – CAPACITĂȚI, Modulul II, tip proiect: suport, Perioada 2008-2010, Valoarea: 110.000 RON
Membru	„ <i>Antreprenoriatul și egalitatea de șanse. Un model inter-regional de școală antreprenorială pentru femei</i> ”, POS DRU 2007-2013, Coordonator Universitatea din Oradea, Perioada 2008-2010, Valoarea: 1.247.480 RON.
Membru	„ <i>Gala Excelentei la UAV, Ediția a II a</i> ”/ 3055/30.05.2017;/ 02.10.2017-11.12.2017/ valoare 9850 lei
Membru	„ <i>Calitatea în învățământ – o prioritate pentru școlile arădene</i> ”, finanțat de Centrul Municipal de Cultură Arad, contract nr. 3948/03.07.2017, valoare 7.866 lei, director proiect Lect. univ. dr. Cuc Lavinia, perioada 01.07.2017-31.12.2017
Membru	„ <i>Provocarea NATO pentru tinerii arădeni</i> ”, finanțat de Centrul Municipal de Cultură Arad, contract nr. 5986/30.08.2017, valoare 7.929 lei, director proiect Lect. univ. dr. Sanda Grigorie, perioada 01.09.2017-15.12.2017
Membru	„ <i>Simpozion științific studențesc – Economia - Prezent și Viitor – Ediția a XVIII-a</i> ”, finanțat de Ministerul Educației Naționale, director proiect Lect. univ. dr. Gomoș Bogdan, perioada 01.04.2017-30.04.2017
Membru	„ <i>Concursul Virgil Madgearu pentru studenți și elevi</i> ”/ 47906/30.04.2017;/ 11-12.05.2017;/ valoare 3200 lei
Membru	„ <i>Stimularea creativității tinerilor arădeni în domeniul economic și social prin proiecte și simulări antreprenoriale</i> ”/5985/30.08.2017;/ 01.09-15.12.2017;/ valoare 14050 lei
Coordonator	„ <i>Concursul Virgil Madgearu pentru studenți și elevi</i> ”/ Ed. a V-a , perioada 24-26.05.2018, valoare 8500 lei. Finanțare Ministerul Educației și Cercetării
Membru	„ <i>Simpozion Științific Studențesc Economia Prezent și Viitor- Ed. a XIX-a , perioada 01.03-05.04. 2018, valoare 4010 lei. Finanțare Ministerul Educației și Cercetării</i>
Membru (responsabil comunicare)	„ <i>Tinerii și rolul Aradului în înfăptuirea Marii Uniri</i> ” perioada 25 martie -31 iulie 2018, valoare: 11.200 lei-reprezentând finanțarea nerambursabilă de la CMCA 10.000 lei și contribuția UAV 1.200, în baza contractului nr. 1620 din 03.04.2018.
Coordonator	„ <i>Concursul Virgil Madgearu pentru studenți și elevi</i> ”/ Ed. a VI-a , perioada 8-9-10 mai 2019, valoare 7000 lei. Finanțare Ministerul Educației și Cercetării
Coordonator	„ <i>Concursul Virgil Madgearu pentru studenți și elevi</i> ”/ Ed. a VII-a , 2020, valoare 7000 lei. Finanțare Ministerul Educației și Cercetării
Coordonator	„ <i>Concursul Virgil Madgearu pentru studenți și elevi</i> ”/ Ed. a VIII-a , perioada 24-25-26 noiembrie 2021, valoare 9000 lei. Finanțare Ministerul Educației și Cercetării
Coordonator	„ <i>Concursul Virgil Madgearu pentru studenți și elevi</i> ”/ Ed. a IX-a , perioada MAI 2022, valoare 7000 lei. Finanțare Ministerul Educației
Coordonator	„ <i>Concursul Virgil Madgearu pentru studenți și elevi</i> ”/ Ed. a X-a , perioada MAI 2023, valoare 9900 lei. Finanțare Ministerul Educației
Coordonator	„ <i>Concursul Virgil Madgearu pentru studenți și elevi</i> ”/ Ed. a XI-a , 20-23.05.2024, valoare 15900 lei. Finanțare Ministerul Educației
Coordonator	„Concursul Virgil Madgearu pentru studenți și elevi”/ Ed. a XII-a , perioada 12-16.05.2025, valoare 11070 lei. Finanțare Ministerul Educației
Coordonator	„Concursul Virgil Madgearu pentru studenți și elevi”/ Ed. a XIII-a , perioada 11-22.05.2026, valoare 10800 lei. Finanțare Ministerul Educației
Membru implementare	Contract de cercetare științifică cu mediul economic nr. 53/18.06.2025, proiectul „ <i>Influența sectorului de patiserie și cofetărie asupra adoptării unor diete sănătoase și sustenabile: Percepții și alegeri ale consumatorilor privind utilizarea materiilor prime alternative</i> ”, perioada de implementare 30.06.2025–30.06.2027, valoarea contractului 51.000 lei, Prestator: Universitatea „Aurel Vlaicu” din Arad, Beneficiar/finanțator: SC Luangi Cakes&Food SRL.
Membru - Expert stagi de practică și plasament	Proiect: POCU/626/6/13/132639, ”Măsuri integrate pentru tranziția studenților pe piața muncii” , Perioada de implementare: 10 noiembrie 2020 - 09 septembrie 2023, Valoare totală a proiectului: 4.687.731,80 lei, beneficiar Universitatea ”Aurel Vlaicu” din Arad împreună cu partenerii Get You Hired S.R.L si Sida Group S.R.L..

VII. RECUNOAȘTEREA REALIZĂRILOR DE CĂTRE SPECIALIȘTI ȘI INSTITUȚII

1. Recenzii asupra lucrărilor publicate -

2. Citări în cărți sau reviste de specialitate

Article Full-text available		Research Interest Score 22.6	
Modeling Investment Decisions Through Decision Tree Regression—A Behavioral Finance Theory Approach April 2025 · Electronics 14(8):1505 DOI: 10.3390/electronics14081505 License · CC BY 4.0		Citations 17	
Dana Rad · Lavinia Denisia Cuc · Croitoru Gabriel · Show all 9 authors · Florentina Simona Barbu		Recommendations 20	
https://www.researchgate.net/publication/390653406_Modeling_Investment_Decisions_Through_Decision_Tree_Regression-A_Behavioral_Finance_Theory_Approach		Reads 407	
Rad, D., Cuc, L., Croitoru, G., Gomoii, B., Mazuru, L., Bilti, R., Rusu, S., Sinaci, M., & Barbu, F. (2025). Modeling investment decisions through decision tree regression—A behavioral finance theory approach. <i>Electronics</i>, 14(8), 1505. https://doi.org/10.3390/electronics14081505		Learn about stats on ResearchGate	
1.	Sevim, F., Irmak, M. C., Çiçekçi, A., & Aydin, T. (2026). Modeling of adsorption capacity, reaction kinetics and thermodynamic studies on Ni(II) removal with GO@Fe3O4@pluronic-F68 nanocomposite via machine learning methods. <i>Journal of Environmental Chemical Engineering</i> , 14(6), 125029. https://doi.org/10.1016/j.jece.2026.125029	SCIE Q1	1
2.	Torres-Coronas, T., & de Andrés-Sánchez, J. (2026). Explaining global happiness: Evidence from decision trees and necessary condition analysis. <i>Economies</i> , 14(5), 172. https://doi.org/10.3390/economies14050172	ESCI Q2	
3.	Sinugroho, K. C. O., & Budiyo, E. F. C. S. (2026). From frugality to investment: The role of financial self-efficacy in shaping investment decision. <i>Review of Management and Entrepreneurship</i> , 10(1), 33–66. https://doi.org/10.37715/rme.v10i1.5902		
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From Attachment to Action: Consumer Identification and the Sustainable Buying of Rural Brand Products Like “Pită de Pecica”

May 2025 · Sustainability 17(9):4133

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