

Universitatea „1 DECEMBRIE 1918” din Alba Iulia

Facultatea: ȘTIINȚE ECONOMICE

Departamentul: ADMINISTRAREA AFACERILOR ȘI MARKETING

Postul: ASISTENT UNIVERSITAR poziția 28

Disciplinele postului: Price and Competition; Audit; Microeconomics; Macroeconomics; Microeconomie; Macroeconomie; Microeconomie; Macroeconomie; Tranzacții și tehnici comerciale; Tranzacții și tehnici comerciale; Banks and Banking Operations; Economic and Financial Analysis; International Commodity Exchange; Investment's Evaluation and Financing; Insurance and Reinsurance; Etică în afaceri; Etică în afaceri; Microeconomie; Macroeconomie

Anexa 27 – COMISIA DE ȘTIINȚE ECONOMICE ȘI ADMINISTRAREA AFACERILOR

Fișa de verificare a îndeplinirii STANDELELOR MINIMALE ȘI OBLIGATORII INTERNE PENTRU CONFERIREA TITLURILOR DIDACTICE DIN ÎNVĂȚĂMÎNTUL SUPERIOR ȘI GRADELOR PROFESIONALE DE CERCETARE-DEZVOLTARE – ASISTENT

Candidat: Dr. MARGALINA Vasilica-Maria

Asistent universitar:

- Punctajul minim: criteriul A1 – minim 3 puncte, criteriul A2 – minim 10 puncte, criteriul A3 (inclusiv criteriile opționale) – minim 2 puncte – TOTAL A1 + A2 + A3 (inclusiv criteriile opționale) – minim 15 puncte.
- Minim 3 articole care prezintă contribuții științifice originale in extenso, publicate de candidat ca autor sau coautor în reviste cotate ISI sau BDI.

Centralizator punctaj candidat

CRITERII	PUNCTAJ
A1 – ACTIVITATEA DIDACTICĂ ȘI PROFESIONALĂ	3,57
A2 – ACTIVITATEA DE CERCETARE	182
A3 – RECUNOASTEREA ȘI IMPACTUL ACTIVITĂȚII	281
TOTAL PUNCTAJ	466,57

Detalierea punctajului pe baza criteriilor se prezintă astfel:

Nr. crt	Realizare	Tipul activităților	Punctajul acordat
A1 – ACTIVITATEA DIDACTICĂ ȘI DE CERCETARE			
A.1.1	Margalina, V.M. & Cutipa Limache, A.M. (2023). Similarities in Factors Affecting Online Shopping Intention in Ecuador and Peru: A Multigroup Analysis. In Radomir, L., Ciornea, R., Wang, H., Liu, Y., Ringle, C.M., Sarstedt, M. (Eds.). <i>State of the Art in Partial Least Squares Equation Modeling (PLS-SEM)</i> . Springer Proceedings in Business and Economics, pp. 85-98. Springer. ISBN: 978-3-031-34589-0. https://doi.org/10.1007/978-3-031-34589-0_10 (14 pagini din 597)	Capitol de carte internațional - coautor	0,28
A1.2	Margalina, V.M., Morales Carrasco, L.V., y Coba Molina, E.M. (2020). The Quality of Relationships When Business Associations Is a Prerequisite to Obtain Benefits From Public Institutions: Evidence From the Apparel Industry of Tungurahua, Ecuador. In Margalina, V.M. y Lavín, J.M. (Eds.). <i>Management and Inter/Intraorganizational Relationships in the Textile and Apparel Industry</i> , (54-77). IGI Global. ISBN13: 9781799818595. https://doi.org/10.4018/978-1-7998-1859-5 (24 pagini din 427)	Capitol de carte internațional - coautor	0,67
A.1.3	Margalina, V.M., Benítez Gaibor, M.K., Martínez Mesías, J.P. y Robalino Peña, E.F. (2020). Why the Latin American Footwear Industry Still Lags Behind E-commerce Adoption: The Case of Ecuador. In Margalina, V.M. y Lavín, J.M. (Eds.). <i>Management and Inter/Intraorganizational Relationships in the Textile and Apparel Industry</i> , pp. (175-199). IGI Global. ISBN13: 9781799818595. https://doi.org/10.4018/978-1-7998-1859-5 (25 pagini din 427)	Capitol de carte internațional - coautor	0,70
A1.4	Margalina, V.M., Gaibor, M.K.B., Mesias, J.P.M., Mesa, E.D.Z. (2019). Relational Coordination in the Footwear Manufacturing Value Chain of the Province of Tungurahua, Ecuador. In Kantola, J.I., Nazir, S., & Barath, T. (Eds.) <i>Advances in Human Factors, Business Management and Society</i> . AHFE 2018. Advances in Intelligent Systems and Computing, 783, pp. 370-379. Springer. ISBN: 978-3-319-94709-9 https://doi.org/10.1007/978-3-319-94709-9_35 (10 pagini din 699)	Capitol de carte internațional - coautor	0,17
A1.5	Morales Carrasco, L.V., Margalina, V.M., & Olivarez Alajo, D.G. (2019). El perfil emprendedor en el sector textil de la economía popular y solidaria de la provincia de Tungurahua, Ecuador. En Carretero Poblete, P.A., Luque González, A., & Rueda López, R. (Eds.) <i>Procesos de Mundialización</i> , pp. 205-226. Editorial Centro de Estudios Sociales de América Latina (CES-AL). ISBN: 978-9942-8814-0-3 (22 pagini din 248) https://www.academia.edu/download/62757032/PROCESOS_DE_MUNDIALIZACION20200402-129023-1vtnsb1.pdf#page=205	Capitol de carte internațional - coautor	1,06
A1.6	Margalina, V.M., De-Pablos-Heredero, C., & Botella, J.L.M. (2017). Achieving job satisfaction for instructors in e-learning: The relational coordination role. In <i>Social Issues in the Workplace Breakthroughs in Research and Practice</i> , 521-537. IGI Global. ISBN13: 9781522539179. https://doi.org/10.4018/978-1-5225-3917-9.ch028 (17 pagini din 986)	Capitol de carte internațional - coautor	0,20
A1.7	Margalina, V.M., Rubio Tapia, R.A., & Robalino Peña, F.E. (2017). Uso de las TIC en la gestión de las empresas productoras de calzado de Tungurahua. <i>1 Congreso Científico Internacional de las Ciencias Administrativas y Financieras FADE 2017 "La Administración del futuro"</i> , pp. 95-103. ISBN: 978-99428697-0-8. https://www.researchgate.net/publication/338924999_Memorias_del_1_Congreso_Cientifico_Internacional_FADE_2017	Capitol de carte internațional - coautor	0,14

	(9 pagini din 788)		
A1.8	Margalina, V.M. & Meléndez Tamayo, C.F. (2016). Managing relational coordination for the improvement of results in virtual courses. Learning analytics: how to use data to benefit students, teachers and administrators. En Palazio, G. J. (Ed.) <i>Congreso Internacional de eLearning Ikasnabar-GUIDE 2016</i> , pp. 59-72. ISBN: 978-84-9082-489-4. (14 pagini din 735)	Capitol de carte internațional - coautor	0,23
A1.9	Kattan, M., De Pablos Heredero, C., Margalina, V.M. , & Montes Botella, J.L. (2015). Liderazgo femenino en Arabia Saudita. En García Martínez, R. & Pomagualli, D. (Coord.). <i>III congreso Internacional de Ciencia, Tecnología, Innovación y Emprendimiento</i> , pp. 757-762. ISBN: 978-9978-364-14-7. (6 pagini din 1065)	Capitol de carte internațional	0,07
A1.10	De Pablos-Heredero, C., De Pablos Heredero, M., Margalina, V.M. (2015). Factores críticos de éxito en la implantación de sistemas integrales de gestión (ERPS). En García Martínez, R. & Pomagualli, D. (Coord.). <i>III congreso Internacional de Ciencia, Tecnología, Innovación y Emprendimiento</i> , pp. 793-796. ISBN: 978-9978-364-14-7. (4 pagini din 1065)	Capitol de carte internațional	0,05
		Total A1	3,57
A2. ACTIVITATE DE CERCETARE			
A2.1.1	Margalina, V.M. , Kreienbaum, C., Hair, J.F., Becker, J.M., & Ringle, C.M. (2026). Multiple linear and logistic regression analysis: a SmartPLS4 4 software tutorial. <i>Journal of Marketing Analytics</i> , 1-18, https://doi.org/10.1057/s41270-026-00466-2 https://www.webofscience.com/wos/woscc/full-record/WOS:001704107500001	Articol ISI cu factor de impact mai mare ca 0 (0.711)	8
A2.1.2	Margalina, V.M. , Jiménez-Sánchez, Cutipa-Limache, A.M. (2026). Enhancing trust for Higher online shopping intention: the role of shopping frequency. <i>ESIC Market</i> , 57(1), e385. https://doi.org/10.7200/esicm.57.385 https://www.webofscience.com/wos/woscc/full-record/WOS:001690169500001	Articol ISI cu factor de impact mai mare ca 0 (0.431)	8
A2.1.3	Margalina V.M. , Jiménez-Sánchez, Á., & Cutipa-Limache, A.M. (2024). PLS-SEM for online shopping intention in the fashion sector in Ecuador. <i>RETOS-REVISTA DE CIENCIAS DE LA ADMINISTRACIÓN Y ECONOMÍA</i> , 14(27), 101-114. https://doi.org/10.17163/ret.n27.2024.07 https://www.webofscience.com/wos/woscc/full-record/WOS:001197584300010	Articol ISI cu factor de impact mai mare ca 0 (0.218)	8
A2.1.4	Sánchez, A.J., de Frutos-Torres, B., & Margalina, V.M. (2023). The limited effect of green marketing on attitudes towards trademarks. <i>REVISTA LATINA DE COMUNICACIÓN SOCIAL</i> , 81, 23-43. https://doi.org/10.4185/rllcs-2023-2024 https://www.webofscience.com/wos/woscc/full-record/WOS:000995755500001	Articol ISI cu factor de impact mai mare ca 0 (0.408)	8
A2.1.5	Margalina, V.M. , Jiménez-Sánchez, Á., & Ehrlich, J.S. (2023). A review of the use of PLS-SEM in neuromarketing research. <i>INDEX.COMUNICACIÓN</i> , 13(2), 119-146. https://doi.org/10.33732/ixc/13/02Arevie https://www.webofscience.com/wos/woscc/full-record/WOS:001032438300006	Articol ISI cu factor de impact mai mare ca 0 (0.183)	8
A2.1.6	Cutipa-Limache, A.M., Apaza, I.M.A., Acosta, D.B., Machaca, A.T., & Margalina, V.M. (2022). Innovator skills and innovation in marketing: a structural equation modeling for furniture manufacturing companies in the province of Puno (Peru). <i>SUMA DE NEGOCIOS</i> , 13(28), 10-18. https://doi.org/10.14349/sumneg/2022.V13.N28.A2 https://www.webofscience.com/wos/woscc/full-record/WOS:000878051700002	Articol ISI cu factor de impact mai mare ca 0 (0.063)	8

A2.1.7	Jiménez-Sánchez, A., Margalina , V.M., & Vayas-Ruiz, E. (2020). Governmental Communication and Brand Advertising During the COVID-19 pandemic. <i>TRIPODOS</i> , 47, 29-46. https://doi.org/10.51698/tripodos.2020.47p29-46 https://www.webofscience.com/wos/woscc/full-record/WOS:000609204400003	Articol ISI cu factor de impact mai mare ca 0 (0.137)	8
A2.1.8	Margalina , V.M. & Peña, F.E.R. (2018). Factors that affect the adoption of ICT in the footwear manufacturing sector of Tungurahua, Ecuador. <i>3CTIC</i> , 7(3), 23-38. https://www.webofscience.com/wos/woscc/full-record/WOS:000454319500002	Articol ISI cu factor de impact mai mare ca 0 (0.021)	8
A2.1.9	Margalina , V.M., De-Pablos-Heredero, C., Montes-Botella, J.L. (2017). Achieving quality in e-Learning through relational coordination. <i>Studies in Higher Education</i> , 42(9), 1655-1670. https://doi.org/10.1080/03075079.2015.1113953 https://www.webofscience.com/wos/woscc/full-record/WOS:000423698000004	Articol ISI cu factor de impact mai mare ca 0 (1.104)	8
A2.10	Margalina , V.M., De Pablos Heredero, C., y Montes Botella, J.L. (2015). Achieving Job Satisfaction for Instructors in E-Learning: The Relational Coordination Role. <i>International Journal of Human Capital and Information Technology Professionals</i> , 6(4), 65-80, October-December. https://doi.org/10.4018/IJHCITP.2015100104 https://www.webofscience.com/wos/woscc/full-record/WOS:000219316000004	Articol ISI cu factor de impact mai mare ca 0 (0.220)	8
A2.11	Lozada-Orejuela, M. & Margalina , V.M. (2026). Differences between accounting and fiscal information in the prediction of results under IFRS-based tax rules. <i>RAN -Revista Academia & Negocios</i> , 12(1), 1-14. https://doi.org/10.29393/RAN12-3ICOM20003	Articol BDI (Scopus și EBSCO)	6
A2.12	Jiménez-Sánchez, A. & Margalina , V.M. (2025). From the Traditional Spot to the Reel in Instagram. Evolution of Advertising in Sportwear Brands. <i>VISUAL REVIEW. International Visual Culture Review-Revista Internacional de Cultural Visual</i> , 17(4), 69-79. https://doi.org/10.62161/revvisual.v17.5827	Articol BDI (Scopus și EBSCO)	6
A2.13	Margalina , V.M., Jiménez Sánchez, A., Cutipa Limache, A.M. (2023). Intención de compra y confianza del consumidor en la empresa de venta-online del sector moda de Ecuador y Perú. <i>REDMARKA, Revista de marketing aplicado</i> , 27(1), 40-54. https://doi.org/10.17979/redma.2023.27.1.9602	Articol BDI (DOAJ și ERIHPLUS)	6
A2.14	Benítez Gaibor, M.K., Margalina , V.M., Taobada Valle, D.E. (2022). Incidencia del capital trabajo en la rentabilidad de las empresas productoras de calzado ecuatoriano. <i>Revista Uniandes Episteme</i> , 9(1), 16-27, 9(1), 16-27. ISSN: 1390-7514 https://revista.uniandes.edu.ec/ojs/index.php/EPISTEME/article/view/2232	Articol BDI (EBSCO, ERIHPLUS)	6
A2.15	Kattan, M.M., Heredero, C.P., Botella, J.L.M., & Margalina , V.M. (2016). Factors of successful women leadership in Saudi Arabia. <i>Asian Social Sciences</i> , 2016, 12(5), 94-107. http://dx.doi.org/10.5539/ass.v12n5p94	Articol BDI (Scopus și EBSCO)	6
A2.16	Margalina , V.M., Heredero, C.D., & Molina, E.M.C. (2017). Strenghtening Business Partnerships of Smes Emerged from Public Programs through Relational Coordination. In Yongqiang, L., Hunjet, A., Roncevic, A. (Eds.). <i>International Scientific Conference of Economic and Social Development</i> . Economic and Social Development, pp. 631-640. Varazdin Dev & Entrepreneurship Agcy; Univ N; Univ Warsaw, Fac Management. ISSN: 1849-6903 https://www.webofscience.com/wos/woscc/full-record/WOS:000428763000066	Articol conferință ISI Proceedings	4
A2.17	Margalina , V.M., Tamayo, C.M., & Heredero, C.D. (2016). The impact of relational coordination dimensions on the quality of higher education. <i>EDULEARN Proceedings</i> . EDULEARN: 8th International Conference on Education and New Leaning Technologies, pp. 438-444. ISBN: 978-84-608-8860-4. https://library.iated.org/publications/EDULEARN16	Articol conferință ISI Proceedings	4

A2.18	Margalina , V.M., Heredero, C.D., Botella, J.L.M., Martínez, A.R.G. (2014). The role of relational coordination in final teacher satisfaction in e-learning. In Varajao, J. et al. (Eds.) <i>Procedia Technology</i> . CENTERIS 2014 – Conference on Enterprise Information Systems/PROJMAN 2014 – International Conference on Project Management/HCIST 2014 – International Conference on Health and Social Care Information Systems and Technologies, 16, pp. 365-375. https://doi.org/10.1016/j.protcy.2014.10.102 https://www.webofscience.com/wos/woscc/full-record/WOS:000360404800041	Articol conferință ISI Proceedings	4
		Total A2.1	122
A2.3.1	Influence of new forms of covert persuasion on Internet on young people's behaviour and educational intervention (PERENED). Proiect co-finanțat de Ministerul de Științe, Inovație și Universități (Spania) și de Uniunea Europeană (fonduri ERDF) realizat de Universitatea din Valladolid (Spania). https://perened.es/ 01.09.2025-31.08.2028	Membru în echipă proiect internațional	10
A2.3.2	Modelo para el mejoramiento de la organización del sector calzado de la provincia de Tungurahua basado en la teoría de la coordinación relacional. Proiect realizat și finanțat de Universidad Técnica de Ambato (Ecuador). Martie 2018 – August 2019	Membru în echipă proiect internațional	10
A2.3.3	Desarrollo de una plataforma tecnológica para mejorar la competitividad en el sector calzado de Tungurahua, Ecuador. Proiect realizat și finanțat de Universidad Tecnica de Ambato (Ecuador) 21 februarie 2017 – 30 septembrie 2018.	Responsabil de proiect internațional	20
A2.3.4	El impacto de los factores relacionales en el éxito de las asociaciones empresariales de Ecuador. Proiect realizat și finanțat de Universidad Tecnica de Ambato (Ecuador). 01.03.2016 – 20.10.2017	Responsabil de proiect internațional	20
		Total A2.3	60
A3 – RECUNOAȘTEREA ȘI IMPACTUL ACTIVITĂȚII			
A3.1.1	Margalina V.M., Jiménez-Sánchez, Á., & Cutipa-Limache, A.M. (2024). PLS-SEM for online shopping intention in the fashion sector in Ecuador. <i>RETOS-REVISTA DE CIENCIAS DE LA ADMINISTRACIÓN Y ECONOMÍA</i> , 14(27), 101-114. https://doi.org/10.17163/ret.n27.2024.07 https://www.webofscience.com/wos/woscc/full-record/WOS:001197584300010		
	Cuesta-valino, P., Melendo-rodriguez-carmona, L., Gutierrez-rodriguez, P., Yustres-duro, P. (2026). Influence of E-Commerce Usability, Consumer Happiness, and Satisfaction on Purchase Intentions in Fashion Retail. <i>Journal of Consumer Behavior</i> , 25(3), 1591-1602. https://www.webofscience.com/wos/woscc/full-record/WOS:001695639600001	Citare revistă ISI	2
	Díaz, Díaz, MVJ., Alvarez, JCE, Riquez, KM. (2025) The Growth of Social Commerce and How Social Media is Changing the Online Experience. <i>REVISTA UNIVERSIDAD Y SOCIEDAD</i> , 17(2), e5036 https://rus.ucf.edu.cu/index.php/rus/article/view/5036 https://www.webofscience.com/wos/woscc/full-record/WOS:001470103200029	Citare revistă ISI	2
	Yutres-Duro, P. (2025). IA para una comunicación eficaz: efectos de la intención de compra y lealtad del consumidor de moda. <i>Revista de la Asociación Española de Investigación de la Comunicación</i> , 12(4), raec122409 https://doi.org/10.24137/raec.12.24.9	Citare revistă BDI (DOAJ)	2
		Total 3.1.1	6

A3.1.2	Sánchez, A.J., de Frutos-Torres, B., & Margalina , V.M. (2023). The limited effect of green marketing on attitudes towards trademarks. <i>REVISTA LATINA DE COMUNICACIÓN SOCIAL</i> , 81, 23-43. https://doi.org/10.4185/rlds-2023-2024 https://www.webofscience.com/wos/woscc/full-record/WOS:000995755500001		
	Jain P., Jayant A., Yadav D. (2026). Unveiling research trends in green advertising: a bibliometric and thematic analysis of the literature. <i>Management and sustainability</i> , 5(2). https://doi.org/10.1108/MSAR-02-2025-0059 https://www.scopus.com/pages/publications/105022701139?origin=resultslist	Citare revistă BDI	2
	Mushtaq S., Shameem B., Rana V. (2025). Evaluating Green Marketing Strategies: Consumer Perceptions and Sustainability in Brand Development. <i>Evergreen</i> , 12(2). https://www.scopus.com/pages/publications/105015311218?origin=resultslist	Citare revistă BDI	2
	Santos, LFS, Latorre, PD, & Critikian, DM. (2025). CSR as a strategic communication tool for subsidized schools in Madrid (Spain). <i>REVISTA LATINA DE COMUNICACIÓN SOCIAL</i> , 83. https://doi.org/10.4185/RLCS-2025-2329 https://www.webofscience.com/wos/woscc/full-record/WOS:001364050400001	Citare revistă ISI	2
	Castello-Martínez, A. (2024). Social commitment and sustainability in the winning campaigns at advertising awards. <i>Revista Mediterranea Comunicacion-Journal of Communication</i> , 15(2), e25977. https://doi.org/10.14198/MEDCOM.25977 https://www.webofscience.com/wos/woscc/full-record/WOS:001411220400030	Citare revistă ISI	2
	de Valdés-Haase, M. (2024). The voluntary nature of an energy rating as a cause of consumer misinformation and greenwashing practices. <i>Revista Habitat Sustentable</i> , 14(1), 80-91. https://doi.org/10.22320/07190700.2024.14.01.06 https://www.webofscience.com/wos/woscc/full-record/WOS:001266931300007	Citare revistă ISI	2
	Jain, S., Basu, S., Dwivedi, Y.K. (2024). Green brand identity and B2B channel partners' tactical green marketing orientation: Moderating effect of brand governance. <i>INDUSTRIAL MARKETING MANAGEMENT</i> , 119, 218-237 https://doi.org/10.1016/j.indmarman.2024.04.013 https://www.webofscience.com/wos/woscc/full-record/WOS:001239591000001	Citare revistă ISI	2
	Vilcacundo-Pérez, OS & Bonilla-Jurado, D. (2024). technology and communication in sales in detail commercial stores. case study: multisa cad. <i>Revista de Comunicación de la SEECI</i> , 57, 1-13. https://doi.org/10.15198/seeci.2024.57.e831 https://www.webofscience.com/wos/woscc/full-record/WOS:001151187900003	Citare revistă ISI	2
		Total 3.1.2	14
A3.1.3	Margalina , V.M., Jiménez-Sánchez, Á., & Ehrlich, J.S. (2023). A review of the use of PLS-SEM in neuromarketing research. <i>INDEX.COMUNICACIÓN</i> , 13(2), 119-146. https://doi.org/10.33732/ixc/13/02Arevie https://www.webofscience.com/wos/woscc/full-record/WOS:001032438300006		
	Pardiandyah, E., Ratnasari, RT., Alimusa, L., Najmudin, N. (2026). behaviour in Islamic modest fashion: a systematic review and future directions. <i>Journal of Islamic Marketing</i> . https://doi.org/10.1108/JIMA-08-2025-0511 https://www.webofscience.com/wos/woscc/full-record/WOS:001709595400001	Citare revistă ISI	2

	Abreu-Ledón, R., Luján-García, DE., Garrido-Vega, P., Machuca, JD., Borroto-Pentón, Y. (2026). Evaluating the use of structural equation modeling in online purchase intention research: A comprehensive review (2000-2023). <i>Technological Forecasting and Social Change</i> , 225. https://doi.org/10.1016/j.techfore.2025.124512 https://www.webofscience.com/wos/woscc/full-record/WOS:001668114600001	Citare revistă ISI	2
	Vilkaite-Vaitone, N. & Tamuliene, V. (2026). Exploring the New Wave of Sustainable Travelers: What Guides Travelers in Their Decisions? <i>SAGE OPEN</i> , 16(1). https://www.webofscience.com/wos/woscc/full-record/WOS:001666722300001	Citare revistă ISI	2
	Espin, JAG. & Zabaleta, AP. (2026). Analysis of the Relationships Between Sustainable Development Goals, Sustainable Development and Organizational Results: An Empirical Study. <i>Sustainable Development</i> , 34(1), 279-298. https://doi.org/10.1002/sd.70240 https://www.webofscience.com/wos/woscc/full-record/WOS:001577656600001	Citare revistă ISI	2
		Total 3.1.3	8
A3.1.4	Cutipa-Limache, A.M., Apaza, I.M.A., Acosta, D.B., Machaca, A.T., & Margalina , V.M. (2022). Innovator skills and innovation in marketing: a structural equation modeling for furniture manufacturing companies in the province of Puno (Peru). <i>SUMA DE NEGOCIOS</i> , 13(28), 10-18. https://doi.org/10.14349/sumneg/2022.V13.N28.A2 https://www.webofscience.com/wos/woscc/full-record/WOS:000878051700002		
	Wagan, SM; Zhang, XL and Sidra, S. (2025). Navigating sustainability: The impact of green innovation strategies on firm performance. <i>SUMA DE NEGOCIOS</i> , 16(35), 157-170. https://doi.org/10.14349/sumneg/2025.V16.N35.A5 https://www.webofscience.com/wos/woscc/full-record/WOS:001591358800001	Citare revistă ISI	2
	Masias, A. A., Masias, D. A., Zuniga, T.R., de Atausinchi, C., Orellana, F.P. (2025). Transformation of marketing in smes applying a data-driven approach in dynamic environments: a literature review. <i>Scientific culture</i> , 3(1), 867-884. http://doi.org/10.5281/zenodo.11032561 https://www.scopus.com/pages/publications/105028005089?origin=resultslist	Citare revistă BDI	2
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		Total 3.1.7	78
A3.1.8	Margalina, V.M., De-Pablos-Heredero, C., & Botella, J.L.M. (2017). Achieving job satisfaction for instructors in e-learning: The relational coordination role. In <i>Social Issues in the Workplace Breakthroughs in Research and Practice</i>, 521-537. IGI Global. ISBN13: 9781522539179. https://doi.org/10.4018/978-1-5225-3917-9.ch028		

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		Total 3.1.8	4
A3.1.9	Kattan, M.M., Heredero, C.P. , Botella, J.L.M., & Margalina , V.M. (2016). Factors of successful women leadership in Saudi Arabia. <i>Asian Social Sciences</i> , 2016, 12(5), 94-107. http://dx.doi.org/10.5539/ass.v12n5p94S		
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		Total 3.1.9	30
A3.1.10	Margalina , V.M., De Pablos Heredero, C., y Montes Botella, J.L. (2015). Achieving Job Satisfaction for Instructors in E-Learning: The Relational Coordination Role. <i>International Journal of Human Capital and Information Technology Professionals</i> , 6(4), 65-80, October-December. https://doi.org/10.4018/IJHCITP.2015100104 https://www.webofscience.com/wos/woscc/full-record/WOS:000219316000004		
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		Total 3.1.10	22
A3.1.11	Margalina , V.M., Heredero, C.D., Botella, J.L.M., Martínez, A.R.G. (2014). The role of relational coordination in final teacher satisfaction in e-learning. In Varajao, J. et al. (Eds.) <i>Procedia Technology</i> . CENTERIS 2014 – Conference on Enterprise Information Systems/PROJMAN 2014 – International Conference on Project Management/HCIST 2014 – International Conference on Health and Social Care Information Systems and Technologies, 16, pp. 365-375. https://doi.org/10.1016/j.protcy.2014.10.102 https://www.webofscience.com/wos/woscc/full-record/WOS:000360404800041		
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	Sánchez, MDG; Heredero, CDP and Merodio, JAM. (2015). RELATIONAL COORDINATION IN ONLINE EDUCATION. Interciencia, 40(12), pp.869-874. https://www.webofscience.com/wos/woscc/full-record/WOS:000367215400010	Citare revistă ISI	2
		Total 3.1.11	32
		Total A3.1	258
A3.3.1	Recenzor BMC Health Services	Recenzor revistă ISI	4
A3.3.2	Recenzor Computer in Human Behavior	Recenzor revistă ISI	4
A3.3.3	Recenzor Turismo y Sociedad	Recenzor revistă BDI	2
A.3.3.4	Membru comitet științific Revista Epístema UNIANDES (Ecuador) indexată în EBSCO și EHRlich https://revista.uniandes.edu.ec/ojs/index.php/EPISTEME/about/editorialTeam	Membru comitet științific revistă BDI	2
A3.3.5	Membru Comitet Științific Primera Edición del Congreso Global de Economía y Negocios – GLOBEC 2026	Membru comitet științific internațional neindexat	1
A3.3.6	Membru Comitet de Evaluare Congreso CUIICID 2025	Membru comitet științific internațional BDI	2
		Total A3.3	15
A3.4.1	Par academic autoevaluare în procesul de autoevaluare instituțională în cadrul Consiliului de Evaluare, Acreditare și Asigurare a Calității în Educația de Nivel Superior (CEAACES) – Universidad Técnica de Ambato (Ecuador)	Experiență în evaluare în învățământ	2
A3.4.2	Par academic evaluator al calității în procesul de autoevaluare al programului de licență în Medicină – Universidad Técnica de Ambato (Ecuador)	Experiență în evaluare în învățământ	2
		Total A3.4	4
A3.5.1	Profesor cercetător la Universidad Técnica de Ambato (Ecuador) din 01 octombrie 2015 până în 30 septembrie 2018	Cadru didactic universitar la o universitate din străinătate	2

A3.5.2	Cadru didactic la CESINE Centro Universitario din Santander (Spania) din 24 septembrie 2021 până în 30 septembrie 2025	Cadru didactic universitar la o universitate din străinătate	2
		Total A3.5	4

Data
10.06.2025

Semnătura,
Margalina Vasilica-Maria

A3.5.2	Cadru didactic la CESINE Centro Universitario din Santander (Spania) din 24 septembrie 2021 până în 30 septembrie 2025	Cadru didactic universitar la o universitate din străinătate	2
		Total A3.5	4

Data

10.06.2025

Semnătura,

Margalina Vasilica-Maria

