

Selecție de lucrări științifice publicate

1. **Pachițanu Andreea**, *Social Media Instruments' Use and Importance for the Marketing Communications Mix - An Exploratory Analysis on Companies' in Romania*, 1st International Conference Emerging Trends in Marketing and Management 2016, *Journal of Emerging Trends in Marketing and Management*, Volume I, No. 1 – 2016, pag. 346-353, ISSN: 2537 – 5865
http://www.etimm.ase.ro/journal/ETIMM_V01_2016.pdf
2. **Pachițanu Andreea**, *Communication in the Digital Era and Online Corporate Communications Strategies - Untapped Opportunities for Businesses in Romania*, *Eastern European Business and Economics Journal*, Volume 2, Issue 2, 2016, pag 27-42. ISSN 2256-0521, Revista este indexată BDI: EconLit, Scopus, Ebsco, Web of Science.
<http://www.eebei.eu/Issues/>
3. Ciceo Andreea Theodora, **Ionescu Andreea**, *Particularities of the Social Media Communications Strategy for the Theatres in Transylvania*, *Transilvanian Review (ISI rated)*, Romanian Academy, Vol. XXIII, No. 3 Autumn 2014, pp. 133-155.
<http://www.centruldestudiitransilvane.ro/detalii.aspx?eID=689&t=Review%202009-2014&cat=123>
4. **Andreea Ionescu**, Laurențiu-Dan Anghel and Gheorghe Jinga, *Organizations' responsibility in maintaining the security of personal data posted online by Romanian consumers: an exploratory analysis of Facebook and LinkedIn*, *The Amfiteatru Economic Journal (ISI rated)*, Vol. XVI (35), pp. 240-256, February 2014.
http://www.amfiteatruconomic.ro/RevistaDetalii_RO.aspx?Cod=51
5. **Ionescu Andreea**, Tatu Cristian-Ionuț, *The challenges and business potential of Social Media and the transformation of nowadays corporate communications*, 19th International Economic Conference IECS 2012, *Revista Economică, Supliment 3-2012*, pag. 210-217, ISSN: 1582-6260
<http://economice.ulbsibiu.ro/revista.economica/archive/suplimente/Volume3-2012.pdf>