

Domeniul Științe ale Comunicării

Conducător de doctorat: **Conf.univ.dr.habil. Ioana Iancu**

A. Teme

1. Comportamentul de consum si procesul decizional
2. Emoțiile în publicitate
3. Branding senzorial
4. Atentia in publicitate
5. Publicitate inteligentă
6. Creativitatea în publicitate

B. Bibliografie orientativă

- Adamson, Allan P. Brand Simple.Cum reusesc cele mai bune branduri prin simplitate. Editura Publica 2010.
- An, Daechun. Cultural Influence on Perceptions of Advertising Creativity: A Cross-Cultural Comparison of U.S. and Korean Advertising Students. *International Journal of Marketing Studies*; Vol. 5, No. 5; 2013.
- Ang, Swee Hoon, Siew Meng Leong, Yih Hwai Lee & Seng Lee Lou. Necessary but not sufficient: Beyond novelty in advertising creativity. *Journal of Marketing Communications*, 20:3, 2014: 214-230.
- Bagozzi, Richard, Mahesh Gopinath, Prashanth U. Nyer. The Role of Emotions in Marketing. *Journal of the Academy of Marketing Science*, Vol.27, No.2 1999: 184-206.
- Belch, Michael A. and George E. Belch. The Future of Creativity In Advertising. *Journal of Promotion Management*, 19:4, 2013: 395-399.
- Cheung, Ming. Creativity in advertising design education: an experimental study. *Instr Sci* (2011) 39:843–864.
- Crystal, David. Semantic Targeting: past, present, and future. *Aslib Proceedings: New Information Perspectives*. Vol. 62, No. 4/5, 2010: 355-365.
- Drewniany, Bonnie L., Jerome Jewler. Creative Strategy in Advertising, 9th Edition, Thomson Wadsworth, 2008.
- Ekman, Paul, Erika Rosenberg (Ed.). What the face reveals: Basic and applied studies of spontaneous expression using the Facial Action Coding System (FACS), Second Edition, Oxford University Press, 2005.
- Franses, Philip Hans, Richard Paap. Quantitative Models in Marketing Research, Cambridge University Press, 2004.
- Heath, Robert G., Agnes C. Nairn, Paul A. Bottomley. How Effective is Creativity. Emotive Content in TV Advertising Does Not Increase Attention. *Journal of Advertising Research*, December 2009.
- Heilman, Kenneth M. Creativity and the Brain, Psychology Press, 2005.
- Joseph, Jim. The experience effect: engage your customers with a consistent and memorable brand experience, Amacom, 2010.
- Kellaris, James J., Anthony D. Cox. The Effects of Background Music in Advertising: A Reassessment. *Journal of Consumer Research*, Vol.16, 1989.

- Kübler, Raoul V., Dennis Proppe. Faking or Convincing: Why Do Some Advertising Campaigns Win Creativity Awards?. *Official Open Access Journal of VHB*, German Academic Association for Business Research (VHB), Volume 5, Issue 1, May 2012: 60-81.
- Lee, Nick, Amanda J. Broderick, Laura Chamberlain. What is 'neuromarketing'? A discussion and agenda for future research. *International Journal of Psychophysiology*, 63 (2007): 199–204.
- Lehnert, Kevin, Brian D. Till and José Miguel Ospina. Advertising Creativity: The Role of Divergence Versus Meaningfulness. *Journal of Advertising*, 43(3), 2014: 274–285.
- Lindstrom, Martin. Buyology. Adevăruri și minciuni despre motivele pentru care cumpărăm, Editura Publică, 2011.
- Lindstrom, Martin. Brandwashed. Trucuri prin care companiile ne manipuleaza mintile si ne conving sa cumparam, Ed. Publica 2013.
- Marcenac, Luc, Alain Milon, Serge-Henri Saint-Michel. *Strategii publicitare. De la studiul de marketing la alegerea diferitelor media*, Editura Polirom, Iasi 2006.
- Mogilner, Cassie, Jennifer Aaker, Sepandar D. Kamvar. How Happiness Affects Choice. *Journal of Consumer Research*, vol.39, August 2012.
- Moisander, Johanna and Anu Valtonen, *Qualitative Marketing Research. A Cultural Approach*, Sage Publication, 2006.
- Morin, Christophe. Neuromarketing: The New Science of Consumer Behavior, *Soc* (2011) 48: 131–135.
- Nyilasy, Gergely, Robin Canniford, Peggy J. Kreshel. Ad Agency Professionals' Mental Models of Advertising Creativity. *European Journal of Marketing*, Vol. 47 No. 10, 2013: 1691-1710.
- Okazaki, Shintaro (Ed.). *Advances in Advertising Research. Breaking New Ground in Theory and Practice*, Vol. II, Gabler, 2011.
- Oliver, Jason D. and Christy Ashley. Creative Leaders' Views on Managing Advertising Creativity. *Journal of Marketing Theory and Practice*, vol. 20, no. 3 (summer 2012): 335–348.
- Preda, Sorin. *Introducere in creativitatea publicitara*. Polirom 2011.
- Rosengren, Sara, Micael Dahl'en, and Erik Modig. Think Outside the Ad: Can Advertising Creativity Benefit More Than the Advertiser?. *Journal of Advertising*, 42(4), 2013: 320–330.
- Sato, Wataru, Sakiko Yoshikawa. Spontaneous facial mimicry in response to dynamic facial expressions. *Cognition* 104 (2007) 1–18.
- Sawyer, R. Keith. *Explaining Creativity. The Science of Human Innovation*, Oxford University Press, 2006.
- Smith, Robert E, Scott B. MacKenzie, Xiaojing Yang, Laura M. Buchholz and William K. Darley. Modeling the Determinants and Effects of Creativity in Advertising. *Marketing Science*, Vol.26, No.6, December 2007.
- Stuhlfaut, Mark. Evaluating the work preference inventory and its measurement of motivation in creative advertising professionals. *Journal of Current Issue and Research in Advertising*, Vol. 23, No. 1, Spring 2010.
- Sutherland, Max and Alice K. Sylvester. De la publicitate la consumator. Ce "merge", ce "nu merge" si mai ales de ce. Polirom 2008.

- Thomas, Edward, Jeff Z. Pan, Stuart Taylor, Yuan Ren, Nophadol Jekjantuk, and Yuting Zhao. Semantic Advertising for Web 3.0. FIS'2009 Proceedings of the Second Future internet conference on Future Internet. pp. 96-105, Springer-Verlag Berlin, Heidelberg, 2010.
- Voloaca, Ioana Diana, Sofia Bratu, Matei Georgescu, Flavia Lucia Ghencea, Adela Voicu. The importance of creativity in advertising, digital technology, and social networking. *Economics, Management, and Financial Markets*, Volume 6(2), 2011: 449–458.
- Weiner, Robert Paul. *Creativity & beyond. Cultures, Values, and Change*, State University of New York Press, 2000.
- White, Alisa and Bruce L. Smith. Assessing Advertising Creativity Using the Creative Product Semantic Scale. *Journal of Advertising Research*, November-December 2001.
- Yang, Xiaojing, Robert E. Smith. Beyond Attention Effects: Modeling the Persuasive and Emotional Effects of Advertising Creativity. *Marketing Science*, Vol. 28, No. 5, September–October 2009: 935–949.
- Zurawicki, Leon. *Neuromarketing. Exploring the Brain of the Consumer*, Springer, 2010.