

Lista publicații (2021-2025)

Conf. univ. dr. Veronica Dana Irina Câmpian

1. Articole ISI:

Konhäusner, P., Thielmann, M., **Câmpian, V.**, Dabija, D.-C. (2021). Crowdfunding for Independent Print Media: E-Commerce, Marketing, and Business Development, *Sustainability*, 2021, 13, 11100. <https://doi.org/10.3390/su131911100>

Dabija, D. C., **Câmpian, V.**, Pop, A. R., & Băbuș, R. (2022). Generating loyalty towards fast fashion stores: A cross-generational approach based on store attributes and socio-environmental responsibility. *Oeconomia Copernicana*, 13(3), 891-934, <https://doi.org/10.24136/oc.2022.026>

Dinu, V., **Câmpian, V.**, Vasiliu, C., Tăchiciu, L., Dabija, D.C. (2022). Ethics and Integrity in the Context of Economic Research Within Doctoral Schools, *Amfiteatru Economic*, 24(16), 912-933, <https://doi/10.24818/EA/2022/S16/912>

Socaciu, M.-I., **Câmpian, V.**, Dabija, D.-C., Fogarasi, M., Semeniuc, C.A., Vodnar, D.C (2022). Assessing consumers' preference and loyalty towards biopolymer films for food active-packaging, *Coatings*, 12 (11), 1770, 1-15, <https://doi.org/10.3390/coatings12111770>

Pocol, C.B., Stanca, L., Dabija, D.-C., **Câmpian, V.**, Mișcoiu, S., Pop, I.D. (2023). A QCA Analysis of Knowledge Co-Creation Based on University–Industry Relationships. *Mathematics*, 11(2), 388. <https://doi.org/10.3390/math 11020388>

Dabija, D.-C., **Câmpian, V.**, Tiron-Tudor, A., Stanca, L. (2023). Are universities on the right path to becoming sustainable? Perspectives of students during the COVID-19 pandemic. *Heliyon*, E14813, 9(4), <https://doi.org/10.1016/j.heliyon.2023.e14813>

Dabija, D.-C., **Câmpian, V.**, Stanca, L., Tiron-Tudor, A. (2023). Generating Students' Loyalty towards the Sustainable University during the later COVID-19 Pandemic. *International Journal of Sustainability in Higher Education*, 24(8), 1858-1876, <https://doi.org/10.1108/IJSHE-11-2022-0372>

Stanca, L., Dabija, D.-C.; **Câmpian, V.** (2023). Qualitative analysis of customer behavior in the retail industry during the COVID-19 pandemic: A word-cloud and sentiment analysis approach. *Journal of Retailing and Consumer Services*, vol.75, 103543, <https://doi.org/10.1016/j.jretconser.2023.103543>.

Obadă, D. R., Dabija, D.-C, **Câmpian, V.** (2024). Predictors of Social Media Users' Intention to Donate Online towards International NGOs in the Fake News Era. *Humanities & Social Sciences Communications*, 11(1), 1-12, <https://doi.org/10.1057/s41599-024-02900-1>

Dabija, D.-C., **Câmpian, V.**, Philipp, B., Grant, B., D. (2024). Did consumers' retail purchasing behaviour switch due to the COVID-19 pandemic? *Journal of Marketing Analytics*, <https://doi.org/10.1057/s41270-024-00344-9>

Stanca, L., Dabija, D.-C.; **Câmpian, V.** (2025). Adaption and Resilience in Retail: Exploring Consumer Clusters in the New Normal. *Journal of Retailing and Consumer Services*, vol.82, 104112, <https://doi.org/10.1016/j.jretconser.2024.104112>

Câmpian, V., & Iancu, I. (2024). The role of creativity in new product development process. Insights from the leading bank in Romania. *Innovation: The European Journal of Social Science Research*, 1–31. <https://doi.org/10.1080/13511610.2024.2444527>

Câmpian, V., Dan-Cristian Dabija, Elena-Mădălina Vătămănescu and Gandolfo Dominici (2025). Teaching staff's role in enhancing students' future intended use of e-learning management systems, *Információs Társadalom XXV*, 2, 9–31. <https://dx.doi.org/10.22503/inftars.XXV.2025.2.1>

Câmpian, V., & Iancu, I. (2025). Exploring Sustainable Fashion Intentions Through Reverse Socialization. An Extension of the Theory of Planned Behavior, *Journal of Fashion Marketing and Management: An International Journal*, <https://doi.org/10.1108/JFMM-01-2025-0005>

Câmpian, V., & Cergă, M. (2025). Soft Activism in Sport: Semantic and Sentiment Analysis of Well-Being Narratives Across Elite Multi-Sport Athletes, *Communication & Sport*, <https://10.1177/21674795251405757>

2. Articole ERIH Plus:

Câmpian, V. (2021). The German-Language Socialist Press in Banat in the Interwar Years; Case Study: ‚Volkswille‘ and ‚Banater Arbeiter-Presse‘, *Studia Universitatis Babeş-Bolyai Philologia*, LXVI, 3/2021, 107-115, <https://doi.org/10.24193/subbphilo.2021.3.07>

Câmpian, V., Maloş, S. (2022). Adapting the Communication Strategies for the COVID-19 Vaccination Campaign to the Romanian Cultural Mindset, *Synergy*, Vol. 18, Nr. 1/2022, 40-55. <https://doi.org/10.24818/SYN/2022/18/1.04>

Câmpian, V., Lăcătuş, D. (2022): The Impact of the COVID-19 Pandemic on Classroom Communication in the Romanian School Education System. The Transition from Face-To-Face to Online Teaching in German Schools, *Styles of Communication*, 2(14), 83–107, <https://doi.org/10.31178/SC.14.2.05>

Câmpian, V., Iancu, I. (2023). Framing Gender in Romanian 2019's Presidential Elections. A Comparison between Broadsheet and Tabloid Content Newspapers. *Information & Media*, vol. 96, 95-118. <https://doi.org/10.15388/Im.2023.96.68>

Câmpian, V., Schuller, S. (2023). Das Bild der Sinti und Roma Minderheit aus Rumänien im öffentlich-rechtlichen Rundfunk in Deutschland, *Scientific Bulletin of the Politehnica University*

of *Timișoara: Transactions on Modern Languages*, 22 (1), 26-40.
<https://doi.org/10.59168/VFBZ7425>

Bârză, I., **Câmpian, V.** (2025). Echoes of Nationalism: The Party for the Alliance of Romania (AUR) Political Narrative on Romania's Schengen Integration, *Styles of Communication*, 17(2), 7-30 ISSN 2065-7943, e-ISSN 2067-564X <https://doi.org/10.31178/SC.17.2.01>

Câmpian, V., Iancu, I. (2025). The Impact of COVID-19 on Buying Behavior. A Systematic Literature Review on Determinant Conditions and Managerial Implications. *European Journal of Interdisciplinary Studies*, 17(2), 1-22, <https://doi.org/10.24818/ejis.2025.10>

3. Articole BDI:

Câmpian, V. (2021). Eine semiotische Analyse politischer Karikaturen; Fallstudie: die rumänischen Präsidentschaftswahlen aus den Jahren 2014 und 2019, *Professional Communication and Translation Studies*, 14/2021 (ISSN 2065-099X), 85-94.

Câmpian, V., Szabolcs, J. (2022). Das Mediensystem in Rumänien. Ein aktueller Überblick, *Studia Germanica Napocensia*, 7/2022, 129-144.

Bârză, I., **Câmpian, V.** (2025). Medienfreiheit im Schatten des Rechtsextremismus. Herausforderungen für rumänische Journalist*innen, *Journalistik. Zeitschrift für Journalismusforschung*, Heft (3/4), 361-375, 8. Jahrgang, ISSN 2569-152X, <https://doi.org/10.1453/2569-152X-42025-11505-de>

4. Studii/capitole in volume colective:

Câmpian, V. (2021): Visuelle Stereotype und Framing in der Flüchtlingsdebatte. Fallstudie: die rumänische Nachrichtenagentur Agerpres, in: Schäfer-Jasina, Alina & Wingender Monika (coord): Kulturelle Kontakt- und Konfliktzonen im östlichen Europa, seria: Interdisziplinäre Studien zum östlichen Europa, Wiesbaden: Harassowitz, 17-28, ISBN: 978-3-447-11582-7.

Vladu, D.E., **Câmpian, V.** (2023): Limba germană și dialectele ei vorbite în România: Limba germană ca limbă maternă în România Mare, în: *Limba și cultura germană în România (1918-1933); Realități postimperiale, discurs public și câmpuri culturale*, Andrei Corbea-Hoisie; Rudolf Gräf (coord.), vol II, Polirom, Iași, 156-159, ISBN 978-973-46-9532-4.

Vladu, D.E., **Câmpian, V.** (2023): Hochdeutsch și dialecte. Raporturi statistice cu privire la utilizarea preferențială. Variabile sociale, în: *Limba și cultura germană în România (1918-1933); Realități postimperiale, discurs public și câmpuri culturale*, Andrei Corbea-Hoisie; Rudolf Gräf (coord.), vol. II, Polirom, Iași, 160-181, ISBN 978-973-46-9532-4.

Bedecean, M., **Câmpian, V.** (2023): Câmpul cultural: Banat, Sătmar, în: *Limba si cultura germana in Romania (1918-1933); Realități postimperiale, discurs public si câmpuri culturale*, Andrei Corbea-Hoisie; Rudolf Gräf (coord.), vol. II, Polirom, Iași, 342-347, ISBN 978-973-46-9532-4.

Bedecean, M., **Câmpian, V.** (2024): Politische Interessenvertretung der Schwaben im Banat der Zwischenkriegszeit, in: *Kulturtransferprozesse im postimperialen Umfeld. Deutsche Sprache und Kultur im rumänischsprachigen Raum um das Schwellenjahr 1918*, Andrei Corbea-Hoisie; Rudolf Gräf (coord.), Hartung-Gorre, Konstanz, 189-208, ISBN 978-3-86628-810-2.

Câmpian, V. (2024): Ansätze der verbalen und nonverbale Kommunikation für den Fachbereich, în: *Didaktik und Methodik für den Fachbereich zu kommunikativen Zwecken*, Dejica-Carțiș, Anca; Câmpian, Veronica (coord.), Band 1, Editura Politehnica, Timisoara, 32-57, ISBN 978-606-35-0623-9.

Stanca, L., **Câmpian, V.**, Dabija, DC. (2025). Consumer Behaviour Towards Food Purchases Before, During, and After the COVID-19 Pandemic: A Cluster Analysis. In: Busu, M. (eds), *Smart Solutions for a Sustainable Future. ICBE 2024*. Springer Proceedings in Business and Economics. Springer Nature, Switzerland, Cham, 507-519, https://doi.org/10.1007/978-3-031-78179-7_31, ISBN 978-3-031-78178-0; eISBN 978-3-031-78179-7.

5. Recenzii:

Câmpian, V. (2025). Szambolics & Ioana Lepădatu. The little exercise book of advertising – Use your knowledge in a creative way (Vol. 1), *Journal of Media Research*, vol.18, 1(51)/2025, 101-102.

6. Lucrări in volume ale conferințelor:

Stanca, L., **Câmpian, V.**, Dabija, D.C., Felea, M. (2024). Gender-Specific Differences in Food Consumption Behaviour During and After the COVID-19 Pandemic; in: 10th BASIQ International Conference on New Trends in Sustainable Business and Consumption, Almeira, Spain, R. Pamfilie, V. Dinu, C. Vasiliu, D. Pleșea, L. Tăchiciu (coord.), Bucuresti: Editura ASE, 522-531, <https://doi.org/10.24818/BASIQ/2024/10/029>, ISSN 2457-483X.

Bran, I., Albăstroiu Năstase, I., Sîrbu, M.O., **Câmpian, V.** (2024). Exploring the Purchasing of Electric Vehicles in the Context of European Green Deal. A Survey among Romanian Citizens. in: 10th BASIQ International Conference on New Trends in Sustainable Business and Consumption, Almeria, Spain, R. Pamfilie, V. Dinu, C. Vasiliu, D. Pleșea, L. Tăchiciu (coord.), Bucuresti: Editura ASE, 293-300, <https://doi.org/10.24818/BASIQ/2024/10/037>, ISSN 2457-483X.

7. Cărți in calitate de coautor:

Câmpian, V., Cergă, M. (2024): *Sport- und Gesundheitskommunikation. Von theoretischen Überlegungen zu praktischen Auslegungen*, Accent: Cluj-Napoca (ISBN 978-606-561-249-5)

8. Editor de cărți:

Dejica-Carțiș, A., **Câmpian, V.** (coord.) (2024): *Didaktik und Methodik für den Fachbereich zu kommunikativen Zwecken*, Band 1, Editura Politehnica, Timisoara (ISBN 978-606-35-0623-9)