

**LISTĂ DE PUBLICAȚII
2020-2025**

**INFORMAȚII
PERSONALE**

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<https://scholar.google.com/citations?user=yMRjilloAAAAJ&hl=en>

PUBLICAȚII

Articole ISI

Veronica Câmpian & **Ioana Iancu** (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*. <http://doi.org/10.1108/JFMM-01-2025-0005>

Veronica Câmpian & **Ioana Iancu** (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*. <https://doi.org/10.1080/13511610.2024.2444527>

Adrian Chețan & **Ioana Iancu** (2023). The role of visual identity in music perception. A talk with specialists on song likability, perceived quality, and emotional reactions. *KOME – An International Journal of Pure Communication Inquiry*. <http://doi.org/10.17646/KOME.75672.94>

Ioana Iancu & Bogdan Iancu (2023). Interacting with chatbots later in life. A technology acceptance perspective in COVID-19 pandemic situation. *Frontiers in Psychology - Human-Media Interaction*, 13(1111003). <http://doi.org/10.3389/fpsyg.2022.1111003>

Delia Balaban, **Ioana Iancu**, Maria Mustătea, Anișoara Pavelea, Lorina Culic (2020). What Determines Young People to Follow Influencers? The Role of Perceived Information Quality and Trustworthiness on Users' Following Intentions. *Romanian Journal of Communication and Public Relation*, 22(3), 5-19.

Ioana Iancu & Bogdan Iancu (2020). Designing Mobile Technology for Elderly. A Theoretical Overview. *Technological Forecasting and Social Change*, 155. <https://doi.org/10.1016/j.techfore.2020.119977>

Articole ERIH+

Veronica Campian & **Ioana Iancu** (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). <https://doi.org/10.24818/ejis.2025.10>

Denisa Sabie & **Ioana Iancu** (2025). Men Without Emotions, Women Without Clothes. Virtual Influencers and Gender Bias in the Digital Era. *Journal of Media Research*, 18(2). <http://doi.org/10.24193/jmr.52.6>

Mihaela Jucan & **Ioana Iancu** (2025). Harnessing AI to Redefine Brand Archetype Strategies: Insights from Industry Experts. *Marketing and Branding Research*, Volume 12(1), 1-20, <https://doi.org/10.32038/mbr.2025.12.01.01>

Ioana Iancu & Bogdan Iancu (2024). Perceptions on AI creativity in the pre-generative AI era. Insights from computer scientists and artists. *Styles of Communication*, 16(1). <https://doi.org/10.31178/SC.16.1.03>

Miruna Craiut & **Ioana Iancu** (2023). The Impact of Gender Stereotypes on Technology Perception. An Experimental Approach on Virtual Assistants. *Journal of Media Research*, 16(3).

Veronica Campian & **Ioana Iancu** (2023). Framing Gender in Romanian Presidential Elections. A Comparison Between Quality and Tabloid Media. *Information & Media*, 96, 95-118. <http://doi.org/10.15388/Im.2023.96.68>

Georgiana Tamba & **Ioana Iancu** (2023). Emerging Adults and the Use of Textual Digital Communication. A Reflection on Self-Esteem, Loneliness, Anxiety, and Wellbeing. *Research in Social Sciences and Technology*, 8(1). <https://doi.org/10.46303/ressat.2023.3>

Miruna Craiut & **Ioana Iancu** (2022). Is technology gender neutral? A systematic literature review on gender stereotypes attached to artificial intelligence. *Human Technology*, 18(3), 297-315. <https://doi.org/10.14254/1795-6889.2022.18-3.6>

Fabia Bera, Mălina Berar, Oana Grivasa, **Ioana Iancu** (2022). Health Halo Effect and Mandela Effect. An Experimental Approach on Packaging Nutrient Claims. *Styles of Communication*, 14(2). <https://doi.org/10.31178/SC.14.2.02>

Adrian Chețan & **Ioana Iancu** (2021). The Influence of Brand Specific Stimuli on the Perception of Music. An Experimental Approach. *Journal of Media Research*, 14(3).

Patricia Blaga (Ibram) & **Ioana Iancu** (2021). Applications of Virtual Reality in Communication. A Top-Journals Theoretical Overview. *Styles of Communication*, 13(1).

Ioana Iancu & Bogdan Iancu (2020). I Love It, but It Is Too Complicated. Aging Adults' Perspective on Mobile Technology Acceptance. *Journal for Communication Studies*, 13(2), 13-39. 10.21409/essachess.1775-352x

Adrian Chețan & **Ioana Iancu** (2020). Influencing Music Perception. A Theoretical Review on Visual Stimuli Applied in Branding and Communication. *Styles of Communication*, 12(1), 104-120.

Cărți coordonate	Ioana Iancu , Lorina Culic, Anișoara Pavelea. (2022). Rethinking Communication and Interaction. Challenges and Opportunities in Times of Crisis. Book of Abstracts. Presa Universitară Clujeană. ISBN: 978-606-37-1451-1
Capitole de cărți/volume colective	<p>Iancu, Ioana (2025). Lost in Automation: How Generative AI Puts Communication Students' Skills at Risk. In A. Duarte, J. Andrade, & P. Dias (Eds.), <i>AI as Help and Hindrance in Education</i> (pp. 289-328). IGI Global Scientific Publishing. https://doi.org/10.4018/979-8-3373-6018-8.ch012</p> <p>Ioana Iancu & Patricia Blaga (2020). The Perception on Virtual Reality as a E-Government Perspective. Applying Technology Acceptance Model and PAD Affective Model (pp. 139-157). In C. Hintea, B. Radu, R. Suciu, <i>Collaborative Governance, Trust Building and Community Development</i>, Conference Proceeding Transylvanian International Conference on Public Administration, October 24-26, 2019, Cluj-Napoca, Romania, Accent Publishing House.</p> <p>Lavinia Tar & Ioana Iancu (2020). Gamification Applied to User Interface. An Analysis of Social Networking Sites (pp. 176-185). In D. Balaban. I. Hosu. A. Voinea. <i>Communication. It's About Platforms</i>. PR Trend International Conference, September 20-21, 2019, Cluj-Napoca, Romania. Cluj-Napoca: Accent.</p>

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Conf. univ. dr. Ioana Iancu