

**PERSONAL
INFORMATION**

Rebeka-Anna POP



WORK EXPERIENCE

27.07.2023 – 30.06.2026

Scientific research assistant on the project PNRR-C9-I8-CF 198/28.11.2022

- Performs analyzes and studies of the literature under the coordination of the project director;
- Accesses international databases in order to identify scientific articles and to carry out scientific works;
- Read scientific articles and make reviews and syntheses of it;
- Contributes to the achievement of the objectives of the research project, as well as of the specific activities during its implementation
- Identify aspects and measures specific to each objective of the project and its activities;
- Processes empirical data using specialized software (SPSS, SmartPLS/AMOS, nVivo/VOS Viewer), performs interpretations and contributes to scientific works;
- Contributes to the drafting of materials for the publication of scientific articles and papers submitted to international conferences

01.06.2022 – 14.05.2024

Scientific research assistant on the project PNII-RU-TE-2021-0795

Babeş-Bolyai University, Cluj-Napoca, Romania

- Performs analyzes and studies of the literature under the coordination of the project director;
- Accesses international databases in order to identify scientific articles and to carry out scientific works;
- Contributes to the achievement of the objectives of the research project, as well as of the specific activities during its implementation
- Identify aspects and measures specific to each objective of the project and its activities;
- Processes empirical data using specialized software (SPSS, SmartPLS/AMOS, nVivo/VOS Viewer), performs interpretations and contributes to scientific works;
- Brings its spot to the contextualization of the project results;
- Contributes to the drafting of materials for the publication of scientific articles and papers submitted to international conferences
- Identify opportunities to publish and/or disseminate project results;
- Make proposals on the possibilities of implementing the objectives and activities undertaken;
- Contributes to the achievement of the intermediate and final report, to the implementation of the project events and to the implementation of the undertaken researches;

19.10.2020 – Present

Associate Teacher

Faculty of Economics and Business Administration , Cluj-Napoca, Romania

Seminars:

- Marketing planning
- Basics of marketing
- Consumer behavior
- Tourism marketing
- SME marketing

01.03.2020 – 30.06.2020 **Marketing assistant**
PRO OECONOMICA Association, Cluj-Napoca, Romania

- Administrative and research activity within the project named Project Life Management

24.02.2020 – 22.05.2020 **Marketing assistant**
Navigator Software SRL, Calea Sighișoarei, Corunca 547367, Romania

Study on the healthcare sector in Romania:

- IoT and ERP systems used in the healthcare system
- The impact of Covid-19 on healthcare
- Competitor analysis
- Interviews about ERP and IoT systems to evaluate the perceptions and experiences of employees working in the healthcare

27.02.2017 – 28.04.2017 **Marketing assistant**
Clarity Consulting SRL, Romania

- Micro environment analysis
- Optimization of the databases
- Customer relationship

RESEARCH PROJECTS

15.09.2022-15.07.2023 **Individual Research Scholarship**
College of ELTE Márton Áron- The Economic Section
Study on the impact of consumer confidence on green purchase intention

01.10.2021 – 28.02.2022 **Member of the research project**
Muzeului Ardelean Association, Cluj-Napoca
Identifying and presenting in practical form modern indicators in the field of trade and sales management.
Project Manager: dr. Alt Mónika Anetta

15.09.2021 – 15.07.2022 **Individual Research Scholarship**
College of ELTE Márton Áron- The Economic Section
Study on consumer attitudes toward online vs. mobile purchases

21.07.2020 – 20.01.2021 **Member of the research project**
Muzeului Ardelean Association, Cluj-Napoca
The impact of the COVID-19 pandemic on the digitization of the marketing profession – labor market analysis in Transylvania. Project Manager: dr. Săplăcan Zsuzsa

15.09.2020 – 15.07.2021 **Individual Research Scholarship**
College of ELTE Márton Áron- The Economic Section
Mobile commerce applications – factors influencing consumers intention to purchase fast fashion products

15.09.2019 – 15.07.2020 **Individual Research Scholarship**
College of ELTE Márton Áron- The Economic Section
Factors influencing consumers intention to purchase organic cosmetics

15.03.2019 – 08.06.2019 **Member of the research project**
MARKETEAM Association, Cluj-Napoca, Romania
<http://www.marketeam.ro/index.html>
Study on the use of holiday vouchers in Romania

PUBLICATIONS

A. Articles in Web of Science journals

Pop, R.A., Hledik, E., Dabija, D.C. 2023. Predicting consumers' purchase intention through fast fashion mobile apps: the mediating role of attitude and the moderating role of COVID-19. *Technological Forecasting and Social Change*, 186(Part A), 122111. ISSN 0040-1625.

<https://doi.org/10.1016/j.techfore.2022.122111>

Pop, R.A., Săplăcan, Z., Dabija, D.C., Alt, A.M. 2022. The Impact of Social Media Influencers on Travel Decisions: the Role of Trust in Consumer Decision Journey. *Current Issues in Tourism*, 25(5), 826–843. <https://doi.org/10.1080/13683500.2021.1895729>

Pop, R.A., Dabija, D.C., Pelau, C., Dinu, V. 2022. Usage Intentions, Attitudes, and Behaviours towards Energy-Efficient Applications during the COVID-19 Pandemic. *Journal of Business Economics and Management*, 23(3), 668–689. ISSN 1611-1699 / eISSN: 2029-4433.

<https://doi.org/10.3846/jbem.2022.16959>

Dabija, D.C., Campian, V., **Pop, R.A.**, Băbuț, 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. p-ISSN 2083-1277. e-ISSN 2353-1827. <https://doi.org/10.24136/oc.2022.026>

Nemteanu, M.S., **Pop, R.A.**, Dinu, V., Dabija, D.C. 2022. Predicting job satisfaction and work engagement behavior in the COVID-19 pandemic: A Conservation of Resources Theory approach. *Ekonomie a Management (E&M) / Economics and Management*, 21(1), 191–205. ISSN 1212-3609, e-ISSN 2336-5604.

Pop, R.A., Săplăcan, Z., Alt, A.M. 2020. Social media goes green – the impact of social media on green cosmetics purchase motivation and intention. *Information (Special Issue "Green Marketing")*, 11(9), 447. <https://doi.org/10.3390/info11090447>

B. Articles/studies in extenso, published in journals BDI

Pop, R.A. 2020. The Impact of Social Media on Buying Intention of Green Cosmetics / A közösségi média szerepe a zöld kozmetikai termékek vásárlási szándékának kialakulásában. *Forum on Economics and Business /Közgáz Fórum*, 23(144), ISSN: 1582-1986.

Pop, R.A. 2020. The Impact of Social Media Influencers Trust on Generation Y and Z Travel Decision / A közösségi média influencerek iránti bizalom hatása az Y és Z generáció utazási döntéseire. *Forum on Economics and Business /Közgáz Fórum*, 23(142), ISSN: 1582-1986.

Săplăcan, Z., Alt, A.M., **Pop, R.A.** 2019. The evolution of marketing skills in the age of digitalisation / A marketing kompetenciák evolúciója a digitalizáció korában. *Forum on Economics and Business /Közgáz Fórum*, 22(138), 3–21, ISSN: 1582-1986.

C. Conferences

Pop, R.A. 2023. Towards a Conceptual Model for Enhancing Customer Experience in Mobile Commerce Applications. *7th International Conference on Research in Management and Economics*, Milan, Italy, 19-21 May.

Pop, R.A., Dabija, D.C. 2022. State-of-the-art of Mobile Commerce Applications in Light of Customer Experience: Toward a conceptual Framework. *13th International Conference on Management, Economics and Humanities*, Amsterdam, Netherlands, 18-20 November.

Pop, R.A., Dabija, D.C. 2022. Shopping on the Go: Drivers of Young Consumers' to Purchase Fast Fashion Items Using Mobile Applications. *11th International Multidisciplinary Conference on Economics, Business, Technology and Social Sciences*, Prague, Czechia, 5-6 November

Bodor, E., **Pop, R.A.**, Băbuț, R., Dabija, D.C. 2021 Does Corporate Sustainability Generate Loyalty Towards Fast Fashion Retailers? An Empirical Investigation. *7th BASIQ International Conference on New Trends in Sustainable Business and Consumption*, Foggia, Italy, 3-5 June.

Pop, R.A., Săplăcan, Z., Alt, A.M. 2020. Drivers of purchase intention of green cosmetics: the impact of social media. *13th International Conference "Marketing - from Information to Decision"*, Cluj-Napoca, Romania, 19-20 November.

Pop, R.A. 2020. Exploring the Influence of Social Networks on Consumer Intentions to Buy Eco-Friendly Cosmetics. *Scientific Student Conference in Transylvania, Department of marketing and Finance*, Cluj-Napoca, Romania, 23 – 26 May.

EDUCATION AND TRAINING

- 2020 – present** **PhD, Marketing**
Babeş-Bolyai University, Faculty of Economics and Business Administration , Cluj-Napoca, Romania
- 2018 – 2020** **Master in Economics, Specialization: Marketing strategies and politics (Hungarian line)**
Babeş-Bolyai University, Faculty of Economics and Business Administration , Cluj-Napoca, Romania
- 2015 – 2018** **Bachelor in Economic Sciences, Specialization: Marketing (Hungarian line)**
Babeş-Bolyai University, Faculty of Economics and Business Administration , Cluj-Napoca, Romania

AWARDS

- 2020-2022** **Merit Scholarship**
Eötvös Loránd University (ELTE)
- 23.05.2020 – 26.05.2020** **1st place at the Scientific Student Conference in Transylvania, Department of marketing and Finance**
Hungarian University Federation of Cluj-Napoca, Romania
- 14.06.2020** **Pallas Athené performance Scholarship**
Babeş-Bolyai University, Faculty of Economics and Business Administration , Cluj-Napoca, Romania

SKILLS

Mother tongue Hungarian

	Listening	Reading	Spoken interaction	Spoken production	Writing
Romanian	C1	C1	C1	C1	C1
English	C1	C1	C1	C1	C1
Italian	B2	B2	A2	A2	B1

- Communication skills**
- Good communication skills acquired through own experience in research and presentation activities
- Organisational skills**
- Result oriented
 - Good team leadership skills, acquired through college projects as a team leader
- Digital skills**
- Microsoft Office™
 - SPSS and SmartPLS

NETWORKS AND MEMBERSHIPS

- Afiliation** Member - College of ELTE Márton Áron- The Economic Section, Budapest, Hungary, from 2018
Alumni member- MARKETTEAM Association, Cluj-Napoca, Romania (2015-2018)
Member - Muzeului Ardelean Association, from 2020

Date:

08.11.2023