

4) Lista completă de lucrări

a) Listă 10 lucrări relevante pentru domeniul Administrarea afacerilor

1. Margalina, V.M., Kreienbaum, C., Hair, J.F., Becker, J.M., & Ringle, C.M. (2026). Multiple linear and logistic regression analysis: a SmartPLS4 4 software tutorial. *Journal of Marketing Analytics*, 1-18, <https://doi.org/10.1057/s41270-026-00466-2>
2. Margalina, V.M., Jiménez-Sánchez, Cutipa-Limache, A.M. (2026). Enhancing trust for Higher online shopping intention: the role of shopping frequency. *ESIC Market*, 57(1), e385. <https://doi.org/10.7200/esicm.57.385>
3. Lozada-Orejuela, M. & Margalina, V.M. (2026). Differences between accounting and fiscal information in the prediction of results under IFRS-based tax rules. *RAN -Revista Academia & Negocios*, 12(1), 1-14. <https://doi.org/10.29393/RAN12-3ICOM20003>
4. Margalina V.M., Jiménez-Sánchez, Á., & Cutipa-Limache, A.M. (2024). PLS-SEM for online shopping intention in the fashion sector in Ecuador. *RETOS-REVISTA DE CIENCIAS DE LA ADMINISTRACIÓN Y ECONOMÍA*, 14(27), 101-114. <https://doi.org/10.17163/ret.n27.2024.07>
5. Margalina, V.M. & Cutipa Limache, A.M. (2023). Similarities in Factors Affecting Online Shopping Intention in Ecuador and Peru: A Multigroup Analysis. In Radomir, L., Ciornea, R., Wang, H., Liu, Y., Ringle, C.M., Sarstedt, M. (Eds.). *State of the Art in Partial Least Squares Equation Modeling (PLS-SEM)*. Springer Proceedings in Business and Economics, pp. 85-98. Springer. https://doi.org/10.1007/978-3-031-34589-0_10
6. Cutipa-Limache, et al. (2022). Innovator skills and innovation in marketing: a structural equation modeling for furniture manufacturing companies in the province of Puno (Peru). *SUMA DE NEGOCIOS*, 13(28), 10-18. <https://doi.org/10.14349/sumneg/2022.V13.N28.A2>
7. Margalina, V.M., Gaibor, M.K.B., Mesías, J.P.M., Mesa, E.D.Z. (2019). Relational Coordination in the Footwear Manufacturing Value Chain of the Province of Tungurahua, Ecuador. In Kantola, J.I., Nazir, S., & Barath, T. (Eds.) *Advances in Human Factors, Business Management and Society*. AHFE 2018. Advances in Intelligent Systems and Computing, 783, pp. 370-379. Springer. https://doi.org/10.1007/978-3-319-94709-9_35
8. Margalina, V.M., Morales Carrasco, L.V., y Coba Molina, E.M. (2020). The Quality of Relationships When Business Associations Is a Prerequisite to Obtain Benefits From Public Institutions: Evidence From the Apparel Industry of Tungurahua, Ecuador. In Margalina, V.M. y Lavín, J.M. (Eds.). *Management and Inter/Intraorganizational Relationships in the Textile and Apparel Industry*, pp. 54-77. IGI Global. ISBN13: 9781799818595. <https://doi.org/10.4018/978-1-7998-1859-5>
9. Margalina, V.M., Benítez Gaibor, M.K., Martínez Mesías, J.P. y Robalino Peña, E.F. (2020). Why the Latin American Footwear Industry Still Lags Behind E-commerce Adoption: The Case of Ecuador. In Margalina, V.M. y Lavín, J.M. (Eds.). *Management and Inter/Intraorganizational Relationships in the Textile and Apparel Industry*, pp.175-199. IGI Global. ISBN13: 9781799818595. <https://doi.org/10.4018/978-1-7998-1859-5>
10. Kattan, M.M., Heredero, C.P., Botella, J.L.M., & Margalina, V.M. (2016). Factors of successful women leadership in Saudi Arabia. *Asian Social Sciences*, 2016, 12(5), 94-107. <http://dx.doi.org/10.5539/ass.v12n5p94S>

b) Teza de doctorat

Margalina, V.M. (2014). Success factors in online education: analysis from the relational coordination model. Rey Juan Carlos University, Madrid, Spain. <https://burjcdigital.urjc.es/items/609ccf16-455f-0c23-e053-6f19a8c0ba23>

d) Cărți publicate și capitole în cărți

1. Margalina, V.M. & Cutipa Limache, A.M. (2023). Similarities in Factors Affecting Online Shopping Intention in Ecuador and Peru: A Multigroup Analysis. In Radomir, L., Ciornea, R., Wang, H., Liu, Y., Ringle, C.M., Sarstedt, M. (Eds.). *State of the Art in Partial Least Squares Equation Modeling (PLS-SEM)*. Springer Proceedings in Business and Economics, pp. 85-98. Springer. ISBN: 978-3-031-34589-0 https://doi.org/10.1007/978-3-031-34589-0_10
2. Margalina, V.M., Morales Carrasco, L.V., y Coba Molina, E.M. (2020). The Quality of Relationships When Business Associations Is a Prerequisite to Obtain Benefits From Public Institutions: Evidence From the Apparel Industry of Tungurahua, Ecuador. In Margalina, V.M. y Lavín, J.M. (Eds.). *Management and Inter/Intraorganizational Relationships in the Textile and Apparel Industry*. IGI Global. ISBN13: 9781799818595. <https://doi.org/10.4018/978-1-7998-1859-5>
3. Margalina, V.M., Benítez Gaibor, M.K., Martínez Mesías, J.P. y Robalino Peña, E.F. (2020). Why the Latin American Footwear Industry Still Lags Behind E-commerce Adoption: The Case of Ecuador. In Margalina, V.M. y Lavín, J.M. (Eds.). *Management and Inter/Intraorganizational Relationships in the Textile and Apparel Industry*. IGI Global. ISBN13: 9781799818595. <https://doi.org/10.4018/978-1-7998-1859-5>
4. Margalina, V.M., Gaibor, M.K.B., Mesias, J.P.M., Mesa, E.D.Z. (2019). Relational Coordination in the Footwear Manufacturing Value Chain of the Province of Tungurahua, Ecuador. In Kantola, J.I., Nazir, S., & Barath, T. (Eds.) *Advances in Human Factors, Business Management and Society*. AHFE 2018. Advances in Intelligent Systems and Computing, 783, pp. 370-379. Springer. ISBN: 978-3-319-94709-9 https://doi.org/10.1007/978-3-319-94709-9_35
5. Morales Carrasco, L.V., Margalina, V.M., & Olivarez Alajo, D.G. (2019). El perfil emprendedor en el sector textil de la economía popular y solidaria de la provincia de Tungurahua, Ecuador. En Carretero Poblete, P.A., Luque González, A., & Rueda López, R. (Eds.) *Procesos de Mundialización*, pp. 205-226. Editorial Centro de Estudios Sociales de América Latina (CES-AL). ISBN: 978-9942-8814-0-3. https://www.academia.edu/download/62757032/PROCESOS_DE_MUNDIALIZACION20200402-129023-1vtnsb1.pdf#page=205
6. Margalina, V.M., De-Pablos-Heredero, C., & Botella, J.L.M. (2017). Achieving job satisfaction for instructors in e-learning: The relational coordination role. In *Social Issues in the Workplace Breakthroughs in Research and Practice*, 521-537. IGI Global. ISBN13: 9781522539179. <https://doi.org/10.4018/978-1-5225-3917-9.ch028>
7. Margalina, V.M., Rubio Tapia, R.A., & Robalino Peña, F.E. (2017). Uso de las TIC en la gestión de las empresas productoras de calzado de Tungurahua. *1 Congreso Científico Internacional de las Ciencias Administrativas y Financiaras FADE 2017 "La Administración del futuro"*, pp. 95-103. ISBN: 978-99428697-0-8.
8. Margalina, V.M. & Meléndez Tamayo, C.F. (2016). Managing relational coordination for the improvement of results in virtual courses. Learning analytics: how to use data to benefit students, teachers and administrators. En Palazzo, G. J. (Ed.) *Congreso Internacional de eLearning Ikasnabar-GUIDE 2016*, pp. 59-72. ISBN: 978-84-9082-489-4.
9. Kattan, M., De Pablos Heredero, C., Margalina, V.M., & Montes Botella, J.L. (2015). Liderazgo femenino en Arabia Saudita. En García Martínez, R. & Pomagualli, D. (Coord.). *III congreso Internacional de Ciencia, Tecnología, Innovación y Emprendimiento*, pp. 757-762. ISBN: 978-9978-364-14-7.

10. De Pablos-Heredero, C., De Pablos Heredero, M., Margalina, V.M. (2015). Factores críticos de éxito en la implantación de sistemas integrales de gestión (ERPS). En García Martínez, R. & Pomagualli, D. (Coord.). *III congreso Internacional de Ciencia, Tecnología, Innovación y Emprendimiento*, pp. 793-796. ISBN: 978-9978-364-14-7.

e) Artículos/studii in extenso publicate în reviste din fluxul științific internațional

1. Margalina, V.M., Kreienbaum, C., Hair, J.F., Becker, J.M., & Ringle, C.M. (2026). Multiple linear and logistic regression analysis: a SmartPLS4 4 software tutorial. *Journal of Marketing Analytics*, 1-18, <https://doi.org/10.1057/s41270-026-00466-2> (ISI WEB)
2. Margalina, V.M., Jiménez-Sánchez, Cutipa-Limache, A.M. (2026). Enhancing trust for Higher online shopping intention: the role of shopping frequency. *ESIC Market*, 57(1), e385. <https://doi.org/10.7200/esicm.57.385> (ISI WEB)
3. Lozada-Orejuela, M. & Margalina, V.M. (2026). Differences between accounting and fiscal information in the prediction of results under IFRS-based tax rules. *RAN -Revista Academia & Negocios*, 12(1), 1-14. <https://doi.org/10.29393/RAN12-3ICOM20003> (Scopus)
4. Jiménez-Sánchez, A. & Margalina, V.M. (2025). From the Traditional Spot to the Reel in Instagram. Evolution of Advertising in Sportswear Brands. *VISUAL REVIEW. International Visual Culture Review-Revista Internacional de Cultural Visual*, 17(4), 69-79. <https://doi.org/10.62161/revvisual.v17.5827> (Scopus, EBSCO)
5. Margalina V.M., Jiménez-Sánchez, Á., & Cutipa-Limache, A.M. (2024). PLS-SEM for online shopping intention in the fashion sector in Ecuador. *RETOS-REVISTA DE CIENCIAS DE LA ADMINISTRACIÓN Y ECONOMÍA*, 14(27), 101-114. <https://doi.org/10.17163/ret.n27.2024.07> (ISI WEB)
6. Sánchez, A.J., de Frutos-Torres, B., & Margalina, V.M. (2023). The limited effect of green marketing on attitudes towards trademarks. *REVISTA LATINA DE COMUNICACIÓN SOCIAL*, 81, 23-43. <https://doi.org/10.4185/rlds-2023-2024> (ISI WEB)
7. Margalina, V.M., Jiménez-Sánchez, Á., & Ehrlich, J.S. (2023). A review of the use of PLS-SEM in neuromarketing research. *INDEX.COMUNICACIÓN*, 13(2), 119-146. <https://doi.org/10.33732/ixc/13/02Arevie> (ISI WEB)
8. Margalina, V.M., Jiménez Sánchez, A., Cutipa Limache, A.M. (2023). Intención de compra y confianza del consumidor en la empresa de venta-online del sector moda de Ecuador y Perú. *REDMARKA, Revista de marketing aplicado*, 27(1), 40-54. (DOAJ, ERIHPLUS)
9. Cutipa-Limache, A.M., Apaza, I.M.A., Acosta, D.B., Machaca, A.T., & Margalina, V.M. (2022). Innovator skills and innovation in marketing: a structural equation modeling for furniture manufacturing companies in the province of Puno (Peru). *SUMA DE NEGOCIOS*, 13(28), 10-18. <https://doi.org/10.14349/sumneg/2022.V13.N28.A2> (ISI WEB)
10. Benítez Gaibor, M.K., Margalina, V.M., Taobada Valle, D.E. (2022). Incidencia del capital trabajo en la rentabilidad de las empresas productoras de calzado ecuatoriano. *Revista Uniandes Epísteme*, 9(1), 16-27, 9(1), 16-27. ISSN: 1390-7514 <https://revista.uniandes.edu.ec/ojs/index.php/EPISTEME/article/view/2232> (EBSCO, ERIHPLUS)
11. Benítez Gaibor, M.K., Martínez, J.P., Margalina, V.M., & Nuñez Valencia, E.R. (2020). Market Structure Analysis of Footwear Production Chain Companies in Ecuador. *Economía: teoría y práctica*, 52(enero-junio), 99-120. <https://doi.org/10.24275/etypuam/ne/522020/benitez> DOAJ
12. Jiménez-Sánchez, A., Margalina, V.M., & Vayas-Ruiz, E. (2020). Governamental Communication and Brand Advertising During the COVID-19 pandemic. *TRIPODOS*, 47, 29-46. <https://doi.org/10.51698/tripodos.2020.47p29-46> (ISI WEB)

13. Margalina, V.M. & Peña, F.E.R. (2018). Factors that affect the adoption of ICT in the footwear manufacturing sector of Tungurahua, Ecuador. *3CTIC*, 7(3), 23-38. (ISI WEB)
14. Margalina, V.M., De-Pablos-Heredero, C., Montes-Botella, J.L. (2017). Achieving quality in e-Learning through relational coordination. *Studies in Higher Education*, 42(9), 1655-1670. <https://doi.org/10.1080/03075079.2015.1113953> (ISI WEB)
15. Kattan, M.M., Heredero, C.P., Botella, J.L.M., & Margalina, V.M. (2016). Factors of successful women leadership in Saudi Arabia. *Asian Social Sciences*, 2016, 12(5), 94-107. <http://dx.doi.org/10.5539/ass.v12n5p945> (Scopus)
16. Margalina, V.M., De Pablos Heredero, C., y Montes Botella, J.L. (2015). Achieving Job Satisfaction for Instructors in E-Learning: The Relational Coordination Role. *International Journal of Human Capital and Information Technology Professionals*, 6(4), 65-80, October-December. <https://doi.org/10.4018/IJHCITP.2015100104> (ISI Web)

f) Publicații *in extenso* apărute în volume ale principalelor conferințe internaționale de specialitate în țară și străinătate

1. Margalina, V.M., Muntean, A., & Măican, S. (2026). Brand Equity of University: The Mediation Role of Social Media Communication. *The Proceedings of the International Conference Marketing – From Information to Decision 16th Edition*, pp 47-48. ISSN 2601-3924 <https://editura.ubbcluj.ro/index.php/puc/catalog/book/4104>
2. Margalina, V.M., Heredero, C.D., & Molina, E.M.C. (2017). Strengthening Business Partnerships of Smes Emerged from Public Programs through Relational Coordination. In Yongqiang, L., Hunjet, A., Roncevic, A. (Eds.). *International Scientific Conference of Economic and Social Development*. Economic and Social Development, pp. 631-640. Varazdin Dev & Entrepreneurship Agcy; Univ N; Univ Warsaw, Fac Management.
3. Kattan, M., De-Pablos-Heredero, C., Margalina, V.M., Montes-Botella, J.L., & García-Martínez, A. (2016). The importance of education to improve women leadership at organizations: the case of Saudi Arabia. In Chova, L.G., Martínez, A.L., & Torres, I.C. (Eds.). *INTED Proceedings*. INTED 2016: 10th International Technology, Education and Development Conference, pp. 1271-1275. ISBN: 978-84-608-5617-7. <https://library.iated.org/publications/INTED2016>
4. Margalina, V.M., Tamayo, C.M., & Heredero, C.D. (2016). The impact of relational coordination dimensions on the quality of higher education. *EDULEARN Proceedings*. EDULEARN: 8th International Conference on Education and New Learning Technologies, pp. 438-444. ISBN: 978-84-608-8860-4. <https://library.iated.org/publications/EDULEARN16>
5. Margalina, V.M., Heredero, C.D., Botella, J.L.M., Martínez, A.R.G. (2014). The role of relational coordination in final teacher satisfaction in e-learning. In Varajao, J. et al. (Eds.) *Procedia Technology*. CENTERIS 2014 – Conference on Enterprise Information Systems/PROJMAN 2014 – International Conference on Project Management/HCIIST 2014 – International Conference on Health and Social Care Information Systems and Technologies, 16, pp. 365-375. <https://doi.org/10.1016/j.protcy.2014.10.102>

g) alte lucrări și contribuții științifice sau, după caz, din domeniul creației artistice (alte publicații, proiecte de cercetare-dezvoltare pe bază de contract/grant, premii și distincții obținute pentru activitatea didactică și de cercetare etc.).

Alte lucrări și contribuții științifice

1. Margalina, V.M., Maican, S.S., & Dobra, I.B. (2026). Social Media Engagement and Brand Image of a Higher Education Institution. *Business Development Conference Book of Abstracts of 11th International Scientific and Professional Conference 2026*. p. 75. ISSN 2303-5471

2. Margalina, V.M. (2016). Improving virtual courses quality through relational coordination mechanisms. *EDULEARN16 Proceedings*, p. 466. ISBN: 978-84-608-8860-4. [10.21125/edulearn.2016.1088](https://doi.org/10.21125/edulearn.2016.1088)
3. Arevalo, S., Burbano, A.M., Egidio, B., Juan, B., Korpalska, J., Margalina, V.M., Pedraza, E., Rodriguez, J.M., & Serrano, S. (2009). A 2.0 Travel Through Spanish Destinations. Paper presented at ITSC-Breda "The New Tourist and Co-Creation". https://www.researchgate.net/publication/277475589_A_20_Travel_Through_Spanish_Destinations

Proiecte de cercetare-dezvoltare pe bază de contract/grant

1. Influence of new forms of covert persuasion on Internet on young people's behaviour and educational intervention (PERENED). Proiect co-finanțat de Ministerul de Științe, Inovație și Universități (Spania) și de Uniunea Europeană (fonduri ERDF) realizat de Universitatea din Valladolid (Spania). <https://perened.es/> **01. 09.2025-31.08.2028**
2. Modelo para el mejoramiento de la organización del sector calzado de la provincia de Tungurahua basado en la teoría de la coordinación relacional. Proiect realizat și finanțat de Universidad Técnica de Ambato (Ecuador). **Martie 2018 – August 2019**
3. Desarrollo de una plataforma tecnológica para mejorar la competitividad en el sector calzado de Tungurahua, Ecuador. Proiect realizat și finanțat de Universidad Tecnica de Ambato (Ecuador) **21 februarie 2017 – 30 septembrie 2018.**
4. El impacto de los factores relacionales en el éxito de las asociaciones empresariales de Ecuador. Proiect realizat și finanțat de Universidad Tecnica de Ambato (Ecuador). **01.03.2016 – 20.10.2017.**

Semnat

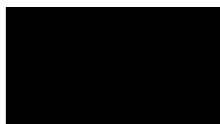
Margalina Vasilica-Maria

2. Margalina, V.M. (2016). Improving virtual courses quality through relational coordination mechanisms. *EDULEARN16 Proceedings*, p. 466. ISBN: 978-84-608-8860-4. [10.21125/edulearn.2016.1088](https://doi.org/10.21125/edulearn.2016.1088)
3. Arevalo, S., Burbano, A.M., Egidio, B., Juan, B., Korpalska, J., Margalina, V.M., Pedraza, E., Rodriguez, J.M., & Serrano, S. (2009). A 2.0 Travel Through Spanish Destinations. Paper presented at ITSC-Breda "The New Tourist and Co-Creation". https://www.researchgate.net/publication/277475589_A_20_Travel_Through_Spanish_Destinations

Proiecte de cercetare-dezvoltare pe bază de contract/grant

1. Influence of new forms of covert persuasion on Internet on young people's behaviour and educational intervention (PERENED). Proiect co-finanțat de Ministerul de Științe, Inovație și Universități (Spania) și de Uniunea Europeană (fonduri ERDF) realizat de Universitatea din Valladolid (Spania). <https://perened.es/> **01.09.2025-31.08.2028**
2. Modelo para el mejoramiento de la organización del sector calzado de la provincia de Tungurahua basado en la teoría de la coordinación relacional. Proiect realizat și finanțat de Universidad Técnica de Ambato (Ecuador). **Martie 2018 – August 2019**
3. Desarrollo de una plataforma tecnológica para mejorar la competitividad en el sector calzado de Tungurahua, Ecuador. Proiect realizat și finanțat de Universidad Técnica de Ambato (Ecuador) **21 februarie 2017 – 30 septembrie 2018.**
4. El impacto de los factores relacionales en el éxito de las asociaciones empresariales de Ecuador. Proiect realizat și finanțat de Universidad Técnica de Ambato (Ecuador). **01.03.2016 – 20.10.2017.**

Semnat



Margalina Vasilica-Maria