

PERSONAL INFORMATION

Cristinel Petrișor CONSTANTIN

✉ cristinel.constantin@unitbv.ro

October 2012 - present

Director of Marketing, Tourism-Services and International Business Department

Transilvania University of Brașov, Faculty of Economic Sciences

Management activities, coordination of study programs, defining and building competences

May 2012-October 2012

Director of Economic Sciences and Business Administration Department

Transilvania University of Brașov, Faculty of Economic Sciences

Management activities, coordination of study programs, defining and building competences

March 2017-present

Professor, Coordinator of Marketing study program

Transilvania University of Brașov, Faculty of Economic Sciences

Teaching, scientific research, defining and building competences

2013-2017

Associate Professor, Coordinator of Marketing study program

Transilvania University of Brașov, Faculty of Economic Sciences

Teaching, scientific research, defining and building competences

2007-2013

Lecturer, Coordinator of Marketing study program

Transilvania University of Brașov, Faculty of Economic Sciences

Teaching, scientific research, defining and building competences

2006-2016

Broker coordinator

Destine Broker de Asiguraire

Team management, marketing, team working

2000-2007

Invited lecturer

Transilvania University of Brașov, Faculty of Economic Sciences

Teaching, scientific research, defining and building competences

2002-2006

Head of Marketing Department

S.C. Mefin S.A. Sinaia

Marketing, management of marketing, sales, customer satisfaction

**EXPERTISE FIELD AND
RESEARCH INTEREST
AREAS**

Marketing, Marketing research, Data analysis

Course leader at the Doctoral School of Transilvania University of Brasov

- Advanced data analysis methods: Marketing; Finance
- Statistics in research: Doctoral fields: Marketing; Finance; Sociology

WORK EXPERIENCE

EDUCAȚIE ȘI FORMARE

- 2016 **PhD adviser habilitation – Marketing field**
IOSUD - Transilvania University of Brașov
- 2011-2012 **Teaching, learning and evaluation in higher education - Certificate**
University of Bucharest
Teaching competences, improvement the process of teaching and learning
- 2002-2007 **PhD in Economics**
Academy of Economic Studies Bucharest
Marketing, Services, Research
- 2000-2001 **Post-graduate studies**
Transilvania University of Brașov, Faculty of Economic Sciences
Marketing research of business environment
- 1996-2000 **Graduate licence in Marketing**
Transilvania University of Brașov, Faculty of Economic Sciences
Marketing, marketing research, Information systems in marketing, management, econometrics, statistics

PERSONAL SKILLS

Mother tongue(s) Romanian

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Listening	
English	C1	C2	C1	C1	C2
French	A2	A2	A1	A1	A2

Communication skills ▪ Communication, team working

Organisational / managerial skills ▪ Leadership and managerial competences.

Job-related skills ▪ Relationship with students, teachers, researchers. International cooperation.

Digital skills ▪ Good command in SPSS, Microsoft Project, Microsoft Office (Word, Excel, PowerPoint)

ADDITIONAL INFORMATION

15.05.2025

Prof. Cristinel Petrisor Constantin, PhD

Publications

- No. of book chapters in international editions: 2
- No. of books in national editions: 7
- No. of articles in journals indexed Web of science: 23
- No. of articles in conference proceedings indexed Web of science: 10
- No. of articles in journals indexed IDB: 37
- No. of articles in conference proceedings: 26

H indexes

Clarivate: 9, Scopus:10, Google scholar: 20