


## INFORMAȚII PERSONALE

## Florin Mihai Nechita



 Brasov , Romania



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## EXPERIENȚA PROFESIONALĂ

01/10/2012–Prezent

**Conferențiar dr.**

Universitatea Transilvania din Brașov

01/10/1996–30/09/2012

**Cadru didactic asociat**

Universitatea Transilvania din Brașov

20/02/2009–15/10/2011

**Director marketing**

Prodlacta SA, industria laptelui, 450 angajați, Brașov

01/04/2008–19/02/2009

**Marketing Manager**

Apemin Tusnad SA, industria apelor minerale, 200 angajați, Tușnad Nou, jud. Harghita

01/09/2004–31/03/2008

**Brand Manager, Regional Trade Marketing Manager, Sales Manager**

Ursus Breweries, parte a SABMiller plc, industria berii, 1200 angajați, Brașov și București

20/07/1995–31/08/2004

**Manager marketing**

Aurora SA, industria berii, 600 angajați, Brașov

## EDUCAȚIE ȘI FORMARE

01/10/2006–03/11/2011

**Doctorat în marketing**

Universitatea Transilvania din Brașov

01/10/2001–30/06/2003

**Master în Administrarea afacerilor**

Universitatea Transilvania din Brașov

01/10/1990–30/06/1995

**Licențiat în Marketing**

Universitatea Transilvania din Brașov, Facultatea de Științe Economice și administrarea afacerilor

01/10/1989–30/06/1994

**Licențiat în Inginerie electrică**

Universitatea Transilvania din Brașov, Facultatea de Electrotehnică

## COMPETENȚE PERSONALE

Limba maternă Româna

Alte limbi străine cunoscute

Engleză

| ÎNȚELEGERE |        | VORBIRE                    |              | SCRIERE |
|------------|--------|----------------------------|--------------|---------|
| Ascultare  | Citire | Participare la conversație | Discurs oral |         |
| C2         | C2     | C2                         | C1           | B2      |

Niveluri: A1/2: Utilizator elementar - B1/2: Utilizator independent - C1/2: Utilizator experimentat  
 Cadrul european comun de referință pentru limbi străine

Competențe de comunicare Bune competențe de comunicare

Competențe organizaționale/manageriale

- Training în Personal Communication and Teaching Methods organizat de Maastricht School of Management, Romanian Canadian MBA and Transilvania University, noiembrie 2010
- Coordonator și inițiator al *Student Show* – emisiunea studentească realizată de către studenți și difuzată la Nova TV Brașov din martie 2013
- Coordonator al *Brasov Leo Academy* – parteneriatul cu Leo Burnett Bucharest pentru predarea publicității cu sprijinul specialiștilor, august 2014
- Coordonator al proiectului *Tehnici neconvenționale pentru promovarea și interpretarea patrimoniului cultural din Brașov*, 2013
- Coordonator al proiectului *Brandingul destinațiilor și tehnici neconvenționale pentru promovarea și interpretarea patrimoniului cultural din Brașov*, 2014
- Coordonator și cofondator al *Transilvania Creative Fest* – festival de creativitate – decembrie 2014
- Coordonator al *Transilvania Creative Camp* – septembrie 2016
- Coordonator al *Creative Communication for Cultural Heritage Summer School* – mai 2018, Ancona și Macerata (Italia)
- Training from Pearson UK on Implementing Pearson BTEC HND Qualification in Business, aprilie 2017
- Training pentru predare academică organizată de Facultatea de Psihologie și Științele educației, mai 2017
- Membru al proiectului *Realitatea virtuală* – soluție inovativă de promovare și conservare a patrimoniului istoric - coordonat de Muzeul Casa Mureșenilor și finanțat de AFCN, iunie-octombrie 2017
- Membru al proiectului *I was citizen of Stalin town*, coordonat de Muzeul Județean de Istorie Brașov și finanțat de Europe for Citizens – august – noiembrie 2017
- Membru al proiectului *Habiter : apprentissages ordinaires et institutionnels de la citoyenneté (HAPCIT)*, coordonat de Universite Lyon 2, Franța, 2017-2019
- Membru al proiectului *Futur ICT 2.0 - Large scale experiments and simulations for the second generation of FuturICT*, coordonat de CNR/ISTC Italy și finanțat de FLAG-ERA Joint Transnational Call (JTC) 2016.
- Membru al proiectului ACT – Active Telling, Active Learning (602013-CITIZ-1-2018-1-IT-CITIZ-REMEM), coordonat de YouNet și finanțat de Europe for Citizens, 2018-2020
- Membru al proiectului *E-entrepreneur* (2019-2-DK01-KA205-060317), coordonat de Danish Youth și finanțat de Erasmus+, 2019-2021
- Membru al proiectului *UniCulture* (2019-1-RO01-KA203-063400), coordonat de Universitatea Transilvania University din Brașov și finanțat de Erasmus+, 2019-2021
- Membru al proiectului *EnvEdu-OERS*, coordonat de Universitatea Transilvania University din Brașov și finanțat de EEA Grants, 2020-2022
- Membru al proiectului *E-PSY* (617980-EPP-1-2020-1-GE-EPPKA2-CBHE-SP), coordonat de Sokhumi State University și finanțat de Erasmus+
- Prodecan cu studenții, relația cu mediul economic și socio-cultural, internaționalizare

**Competențe dobândite la locul de muncă**

- Activități de predare și seminar pentru disciplinele: Marketing, Mijloace de promovare, Marketing social, Creație și producție publicitară, Construcția de marcă, Tehnici promoționale, Optimizare și marketing în motoarele de căutare (SEO și SEM)
- Erasmus Mobility Teaching Exchange – Universita di Macerata, Italia, mai 2013
- Erasmus Mobility Teaching Exchange – University of Zadar, Croația, mai 2014
- Erasmus Mobility Teaching Exchange – Universita Politecnica delle Marche, Ancona, Italia, oct. 2014
- Erasmus Mobility Teaching Exchange – University of Extremadura, Spania, mai 2015
- Erasmus Mobility Teaching Exchange – University of the Aegean, Chios, Grecia, oct. 2015
- Erasmus Mobility Teaching Exchange – Laurea University, Lohja, Finlanda, mai 2016
- Meisei University Tokyo Teaching exchange , sept.– oct. 2016
- Erasmus Mobility Teaching Exchange – Universita di Salerno, Salerno, Italia, mai 2017
- Erasmus Mobility Teaching Exchange – Christelijke Hogeschool Ede, Olanda, sept. 2017
- Erasmus Mobility Teaching Exchange - Université Lumière Lyon 2, Franța, martie 2018
- Erasmus Mobility Teaching Exchange – University of Madeira, Portugalia, dec. 2018
- Erasmus Mobility for Training – Federal University of Minas Gerais, Belo Horizonte, Brazilia, iun 2019
- Erasmus Mobility Teaching Exchange – Grupo Educacional UNIS, Brazilia, feb. 2020

**Competențe informatice**

Programele Microsoft Office

**Publicații****Cărți și capitole în cărți**

- NECHITA, F. (2012). **Construcția de marcă în industria berii și în industria laptelui**. Brașov: Editura Universității Transilvania din Brașov , ISBN 978-606-19-0035-0, 300 p.
- NECHITA, F., BRICIU, A. (2013). **Mijloace de promovare: note de curs, aplicații, studii de caz**. Brașov: Editura Universității Transilvania din Brașov , ISBN 978-606-19-0205-7, 186 p.
- NECHITA, F., ȘANDRU, C., CANDREA, A. N., ȚĂRANU, D. (2014). **Advertising and Heritage Interpretation**. Brașov: Editura Universității Transilvania, ISBN 978-606-10-0470-9, 103 p.
- MIGDALOVICI, T., NECHITA, F. (2014). **Rebranding Brașov**. Brașov: Editura Universității Transilvania din Brașov , ISBN 978-606-10-0471-6, 100 p.
- CANDREA, A. N., NECHITA, F. (2015). **Interpretarea și promovarea patrimoniului cultural din muzee**, Brașov, Editura Universității Transilvania din Brașov, ISBN 978-606-10-0470-9, 200 p.
- NECHITA, F. (editor) (2016). **Days of Clusters. Conference book. 6th Balkan and Black Sea Conference**, Brasov, 22-24 October 2015. Cluj-Napoca. Presa Universitara Clujeana, ISBN 978-973-595-931-9
- KAVOURA, A., NECHITA, F. (2017). **An exploratory study of Online Destination Images via User-Generated Content for Southeastern Rural Transylvania** (22 p.) in **Driving Tourism through Creative Destinations and Activities** edited by Királová, Alžbeta, IGI Global, ISBN-978-152-25-2016-0.
- NECHITA, F., TANAKA, H. (2017). **Creative Destinations and Heritage Interpretation: The Story of Transilvania Creative Camp 2016**. Cluj-Napoca. Presa Universitara Clujeana, ISBN 978-606-37-0144-3, 175 p.
- NECHITA, F., DEMETER, R., BRICIU, V.-A., VARELAS, S., KAVOURA, A. (2019). **Projected Destination Images Versus Visitor-Generated Visual Content in Brasov, Transylvania** (10 p.) in **Strategic Innovative Marketing and Tourism**, Springer Proceedings in Business and Economics book series, ISBN 978-3-030-12453-3.
- BRICIU, V.-A., DEMETER, R., NECHITA, F., KAVOURA, A., BRICIU, A. (2019). **A Proposed Online Platform for Ranking Place Brands Identity Characteristics of Official Tourism Websites** (8 p.)

in Strategic Innovative Marketing and Tourism, Springer Proceedings in Business and Economics book series, ISBN 978-3-030-12453-3.

VARELAS, S., GEORGITSEAS, P., NECHITA, F., SAHINIDIS, A., (2019). **Strategic Innovations in Tourism Enterprises Through Blockchain Technology** (7 p.) in Strategic Innovative Marketing and Tourism, Springer Proceedings in Business and Economics book series, ISBN 978-3-030-12453-3.

SOREA, D, HELEREA, E., LELUȚIU, L., NECHITA, F. (coordonatori) (2019). **Amintiri din război. Biblioteca vie ACT – Active Telling, Active Learning**, Presa Universitara Clujeana, ISBN 978-606-37-0691-2.

COMAN, C., NECHITA, F., BULARCA, M. C. **Promovarea și brandingul universităților**, C.H. Beck, ISBN 978-606-18-1003-1, 132 p.

NECHITA, F. (2020). **Comunicarea de marketing a muzeelor în era digitală**. Presa Universitara Clujeana.

### **Articole în jurnale academice și participări la conferințe**

COMAN, C., NECHITA, F., COSTACHE, N. (1998). **Impactul Festivalului National al Berii asupra comunității**. SIMPEC 98. International Symposium on Economic Sciences, 27-28 nov. 1998, vol. 2, Brașov, Ed. Infomarket, p.270-277.

COMAN, C., NECHITA, F. (2000). **Piața bunurilor simbolice**. SIMPEC 2000. International Symposium on Economic Sciences, 10-11 nov. 2000, Brașov, Ed. Infomarket, p.107-112.

COMAN, A., NECHITA, F. (2000). **O radiografie a discursului publicitar**. SIMPEC 2000. International Symposium on Economic Sciences, 10-11 nov. 2000, Brașov, Ed. Infomarket, p.244-247.

NECHITA, F., (2002). **Piața berii din România** . International Symposium on Economic Sciences. SIMPEC 2002, Ed. Infomarket, ISBN 973-8204-31-3, p. 146-152.

NECHITA, F., COMAN, C., COSTACHE, N. (2004). **La construction d'une strategie de marque**. International Symposium on Economic Sciences. SIMPEC 2004, Ed. Infomarket, ISBN 973-8204-57-7, p. 452-457.

COMAN, C., NECHITA, F., (2006). **The voting behavior – sociological approach and marketing approach**. SIMPEC 2006. The Proceedings of the 6th Biennial International Symposium, May, 20-21, 2006, Brașov, vol. I, Ed. Infomarket, pp. 70-77.

NECHITA, F. (2007). **Consumatorul epocii (post)moderne**. Scientific Bulletin of D. Cantemir University, no. 8, Ed. Infomarket, ISSN 1841-298X, p. 217-223.

NECHITA, F., RUSU, I., (2007). **The consumer of postmodern ages**. International Conference on Business Excellence ICBE 2007, Academy of Economic Science Bucharest, *Transilvania* University of Brasov, published in Proceedings of the 2nd International Conference on Business Excellence.

NECHITA, F., (2007). **Rolul noilor mijloace de promovare în construcția mărcilor** . International Colloquium on Social Sciences ACUM 2007, ISSN 1844-5667, p. 75-80, [https://acum.unitbv.ro/images/Arhiva/program\\_ACUM\\_2007\\_RO.pdf](https://acum.unitbv.ro/images/Arhiva/program_ACUM_2007_RO.pdf)

NECHITA, F., RUSU, I., (2009). **Brand strategies in Romanian FMCG industry**. International Conference on Business Excellence ICBE 2009, Academy of Economic Science Bucharest, *Transilvania* University of Brasov, published in Proceedings of the 4th International Conference on Business Excellence, ISBN 978-973-1747-12-5, p. 34-37.

NECHITA, F., (2009). **Procesele de decizie ale consumatorilor pe piața bunurilor de larg consum**. Colocviul Internațional de Științe Sociale ACUM 2009, Transilvania University Press, ISSN 1844-5667, p. 226-232, [https://acum.unitbv.ro/images/Arhiva/program\\_ACUM\\_2009\\_RO.pdf](https://acum.unitbv.ro/images/Arhiva/program_ACUM_2009_RO.pdf)

RUSU, I. G., NECHITA, F. (2009). **Franchise in Romania**, 33rd American Romanian Academy, Modernism and Progress in Arts and Science, 2-7 iunie, Sibiu.

NECHITA, F., REZEANU, C. I., RUSU, I. G., LUKACS, C.S. (2011). **Factors influencing consumer behaviour on the Romanian beer and dairy markets**. International Conference on Business Excellence ICBE 2011, Academy of Economic Science Bucharest, *Transilvania* University of Brasov, University of Akron, Ohio, published in Proceedings of the 6th International Conference on Business Excellence, ISBN 978-973-598-941-5, p. 29-31.

NECHITA, F. (2013). **Using archetypes in advertising and branding**. International Colloquium on Social Sciences ACUM 2013, Brasov, 14-15 November 2013.

- NECHITA, F. (2014) **The new concepts shaping the marketing communication strategies of museums** in Bulletin of the *Transilvania University of Braşov*, Series VII: Social Sciences • Law • Vol. 7 (56) No. 1, p. 270-278, [http://webbut.unitbv.ro/BU2013/2014/Series\\_VII/BULETIN%20VII%20PDF/29\\_NECHITA%201-2014.pdf](http://webbut.unitbv.ro/BU2013/2014/Series_VII/BULETIN%20VII%20PDF/29_NECHITA%201-2014.pdf)
- NECHITA, F., LOZO, I., CANDREA, A. N. (2014) **National Parks's web-based communication with visitors. Evidence from Piatra Craiului National Park in Romania and Paklenica National Park in Croatia** in Bulletin of the *Transilvania University of Braşov*, Series VII: Social Sciences • Law • Vol. 7 (56) No. 2, p. 139-150, [http://webbut.unitbv.ro/BU2014/Series%20VII/BULETIN%20VII/19\\_Nechita,%20Lozo,%20Candrea%202-2014.pdf](http://webbut.unitbv.ro/BU2014/Series%20VII/BULETIN%20VII/19_Nechita,%20Lozo,%20Candrea%202-2014.pdf)
- NECHITA, F. (2015) **Bidding for the European Capital of Culture: common strenghts and weaknesses at the pre-selection stage** in Bulletin of the *Transilvania University of Braşov*, Series VII: Social Sciences • Law • Vol. 8 (57) No. 1, p. 103-118, [http://webbut.unitbv.ro/BU2015/Series%20VII/BULETIN%20I%20PDF/17\\_Nechita%20F.pdf](http://webbut.unitbv.ro/BU2015/Series%20VII/BULETIN%20I%20PDF/17_Nechita%20F.pdf)
- NECHITA, F., (2015). **Brand communication strategy: the finest ingredient of the Romanian beer**. 3rd North and East European Congress on Food. Brasov, Romania, 20-23 May 2015, <http://etnofarma.ro/docs/2015-simp/neefoodProgram2015.pdf>
- NECHITA, F., CANDREA, A. N., BRICIU, V., SANDRU, C. (2015). **The candidacy for the European Capital of Culture title: an opportunity for destination branding or for social engagement?** ESA2015, 12TH Conference of the European Sociological Association, Prague, 20-25 August 2015, [http://esa12thconference.eu/sites/esa12thconference.eu/files/esa\\_2015\\_programme\\_book\\_lastupdate\\_20150825.pdf](http://esa12thconference.eu/sites/esa12thconference.eu/files/esa_2015_programme_book_lastupdate_20150825.pdf)
- NECHITA, F., COMAN, C., REZEANU, C., COPOSESCU, S. (2015). **European Capital of Culture: urban space regeneration and new cultural identity**. CCCS Conference 2015 „Identity and Culture”, Skopje, 3-5 September 2015, <https://cultcenter.net/ccss-third-international-conference-on-identity-and-culture-took-place/>
- NECHITA, F., SANDRU, C., CANDREA, A. N., COMAN, C. (2015). **Valorizing intangible cultural heritage through experiential tourism: a Romanian case study**. 5th International Conference of Tourism Management and Tourism Related Issues, Kos, Greece, 8-9 October 2015, <https://www.eiasm.org/UserFiles/LIST%20OF%20ACCEPTED%20PAPERS%20TOURISM.pdf>
- NECHITA, F., (2015). **The European Capital of Culture project and its role in culture-led urban regeneration**. Days of Clusters 2015, 6th Balkan and Black Sea Conference, Brasov, 22-24 October 2015, <http://www.editura.ubbcluj.ro/bd/ebooks/pdf/1874.pdf>
- NECHITA, F., SANDRU, C. (2015). **Experiencing the intangible heritage of Fagaras Land at Leo AdCamp Summer School**. International Colloquium on Social Sciences ACUM 2015, Brasov, 19-21 November 2015, [https://acum.unitbv.ro/images/Arhiva/program\\_ACUM\\_2015\\_RO.pdf](https://acum.unitbv.ro/images/Arhiva/program_ACUM_2015_RO.pdf)
- GERMAN, A. M., NECHITA, F. (2015). **The influence of dynamic capabilities on B2B branding in industry sector**. International Colloquium on Social Sciences ACUM 2015, Brasov, 19-21 November 2015, [https://acum.unitbv.ro/images/Arhiva/program\\_ACUM\\_2015\\_RO.pdf](https://acum.unitbv.ro/images/Arhiva/program_ACUM_2015_RO.pdf)
- GERMAN, A. M., NECHITA, F. (2015). **Dynamic capabilities and B2B branding in industrial markets**. Bulletin of the *Transilvania University of Braşov* Series VII: Social Sciences • Law • Vol. 8 (57) No. 2 - 2015 , p. 155-162, [http://webbut.unitbv.ro/BU2015/Series%20VII/BULETIN%20I/20\\_German%20Nechita.pdf](http://webbut.unitbv.ro/BU2015/Series%20VII/BULETIN%20I/20_German%20Nechita.pdf)
- CANDREA, A. N., ISPAS, A., UNTARU, E. N., NECHITA, F. (2016). **Marketing the Count's way: how Dracula's myth can revive Romanian tourism**. Bulletin of the *Transilvania University of Braşov* Series V: Economic Sciences • Vol. 9 (58) No. 1 – 2016, p. 83-90, [http://webbut.unitbv.ro/BU2016/Series%20V/2016/BULETIN%20I%20PDF/10\\_Candrea.pdf](http://webbut.unitbv.ro/BU2016/Series%20V/2016/BULETIN%20I%20PDF/10_Candrea.pdf)
- NECHITA, F. (2016). **Extracurricular project-based learning in communication studies at Transilvania University of Brasov, Romania**. Japan Business Communication Association Conference, 1st October, Tokyo, Japan.
- TANAKA, H., NECHITA, F. (2016). **Nurturing global competency through real world projects**. The 76th National Convention of Japan Business Communication Association, 8-9 October, Kyoto, Japan.
- NECHITA, F. (2016). **Beyond Dracula Tourism in Transylvania: The Case of Rural Lapus Land**. Transylvanian Society of Dracula – International Open Dublin Conference – 20-21 October, Trinity College, Dublin, [http://tsdcon25.com/1\\_conference/TSD\\_Dublin\\_2016\\_Abstracts\\_Workshops.pdf](http://tsdcon25.com/1_conference/TSD_Dublin_2016_Abstracts_Workshops.pdf)
- SANDRU, C., NECHITA, F. (2016). **Multisensory Experiences of Italian Tourists in Rural Transylvania**. *Symphonya – Emerging Issues in Management*, No. 2 – 2016, p. 76-92,

<http://dx.doi.org/10.4468/2016.2.08sandru.nechita>

KAJALO, S., ITO, N., NECHITA, F., SAKAGAWA, Y., SONG, J., & TANAKA, H. (2017). **Corporate Social Responsibility and Market Orientation – Exploring New Avenues For Future Research**. 5th Annual International Conference on Marketing (ICOM 2017), Colombo, Sri Lanka, May 25-26, 2017, [https://marketingconferences.co/wp-content/uploads/2017/05/ICOM\\_2017\\_conference\\_program.pdf](https://marketingconferences.co/wp-content/uploads/2017/05/ICOM_2017_conference_program.pdf)

NECHITA, F., TANAKA, H., & KAJALO, S. (2017). **How visual narratives influence the projected image of a tourist destination. A Japanese focus on Transylvania**. 13<sup>th</sup> Conference of the European Sociological Association (ESA 2017), Athens, Greece, 29 Aug. – 01 Sept. 2017, <https://www.europeansociology.org/sites/default/files/uploads/esa2017-programme-book.pdf>

CESARANI, M., NECHITA, F. (2017). **Tourism and the Sharing Economy. An Evidence from Airbnb Usage in Italy and Romania**. *Symphonya – Special Issue on Global Tourism Management*, No. 1 – 2017, p. 32-47, <http://symphonya.unicusano.it/article/view/12725>

NECHITA, F. (2017). **Digital Media and Digital Marketing studies at European Universities**. International Colloquium on Social Sciences ACUM 2017, Brasov, 9-11 November 2017, [https://acum.unitbv.ro/images/Arhiva/program\\_program\\_ACUM\\_2017\\_EN.pdf](https://acum.unitbv.ro/images/Arhiva/program_program_ACUM_2017_EN.pdf)

REZEANU, C. I., NECHITA, F., & COMAN, S. (2017). **Bridging Cities from Central and Eastern Europe to Appropriate Collective Memory and Reconfigure Identity**. II. EAST-WEST COHESION International Conference, University of Dunaujvaros, November 16-17, [http://tfe.eu/wp-content/uploads/2013/08/East\\_West\\_Cohesion\\_2017\\_program\\_engl.pdf](http://tfe.eu/wp-content/uploads/2013/08/East_West_Cohesion_2017_program_engl.pdf)

NECHITA, F., TANAKA, H., & KAJALO, S. (2017). **Using Collaborative Project-Based Learning to Promote Tourism Destinations in Transylvania**. II. EAST-WEST COHESION International Conference, University of Dunaujvaros, November 16-17, [http://tfe.eu/wp-content/uploads/2013/08/East\\_West\\_Cohesion\\_2017\\_program\\_engl.pdf](http://tfe.eu/wp-content/uploads/2013/08/East_West_Cohesion_2017_program_engl.pdf)

NECHITA, F., CANDREA, A.N., CSISZÉR, A., & TANAKA, H. (2018). **Valorizing intangible cultural heritage through community-based tourism in Lăpuș Land, Transylvania**. INTERPRET EUROPE's Conference 2018, Kőszeg, Hungary, 23-26 March 2018, [http://www.interpret-europe.net/fileadmin/Documents/publications/iecon18\\_proceedings.pdf](http://www.interpret-europe.net/fileadmin/Documents/publications/iecon18_proceedings.pdf)

CSISZÉR, A., SZABÓ, C., NECHITA, F., & REZEANU, C. I. (2018). **The role of collective memory in reconfiguring identity**. INTERPRET EUROPE's Conference 2018, Kőszeg, Hungary, 23-26 March 2018, [http://www.interpret-europe.net/fileadmin/Documents/publications/iecon18\\_proceedings.pdf](http://www.interpret-europe.net/fileadmin/Documents/publications/iecon18_proceedings.pdf)

GRAJDIERU COMAN, E., REZEANU, C. I., NECHITA, F., & COMAN, C. (2018). **Modern tendencies in experiential marketing: museums using augmented reality (ar) to convert young audiences into ambassadors of local culture**. 28th International Scientific Conference on Economic and Social Development, 19-20 April, Paris, [https://www.esd-conference.com/upload/book\\_of\\_abstracts/Book\\_of\\_Abstracts\\_esdParis2018\\_Online.pdf](https://www.esd-conference.com/upload/book_of_abstracts/Book_of_Abstracts_esdParis2018_Online.pdf)

NECHITA, F. (2018). **Communication Studies (Re) Count on PBL**. IV UNIS International Congress, 23-27 April, Varginha, Brasil.

BRICIU, V.-A., NECHITA, F., & BRICIU, A. (2018). **Opportunities and Limitations of Online Place Branding Strategies in a Circular Economy Context**. MIC (Management International Conference) 2018, Bled, Slovenia, 30 May – 2 June, [http://mic.fm-kp.si/programme/sessions\\_timetable](http://mic.fm-kp.si/programme/sessions_timetable)

BRICIU, V.-A., BRICIU, A., & NECHITA, F. (2018). **Virtual Space, Web 1.0 and Web 2.0 from a Sociological Perspective on McDonaldisation of Society and Education**, XIV International Online Conference "Virtuality and education - future perspectives", Nicolaus Copernicus University in Torun, Polonia, Faculty of Education Sciences, 30 May, Main Panel Conference Part I, [http://www.edukacja.torun.pl/WEP/Conf\\_prog.pdf](http://www.edukacja.torun.pl/WEP/Conf_prog.pdf)

REZEANU, C. I., NECHITA, F., GRAJDIERU COMAN, E., & COMAN, C. (2018). **Post-socialist city brands: from industrial cities to creative cities and the cognitive dissonance in between**. 7th Aalborg International Business Conference at Aalborg University, 30 May – 1 June, Aalborg, 2018, [http://www.ibcconference.aau.dk/digitalAssets/389/389425\\_20180528---ibc-conference-2018-programme8.pdf](http://www.ibcconference.aau.dk/digitalAssets/389/389425_20180528---ibc-conference-2018-programme8.pdf)

NECHITA, F., CANDREA, A.N., TANAKA, H., & KAJALO, S. (2018). **Intercultural dialogue between Japanese tourists and Romanian local communities in Lăpuș Land, Transylvania**. CREATOUR - 2nd International Conference Emerging and Future Trends in Creative Tourism, 7-9 June, Braga, Portugal, <https://creatourconference.weebly.com/programme.html>

NECHITA, F., CANDREA, A.N., CSISZÉR, A., & TANAKA, H. (2018). **Valorizing intangible cultural heritage through community-based tourism in Lăpuș Land, Transylvania**. *Bulletin of*

- the Transilvania University of Braşov, Series VII: Social Sciences • Law • Vol. 11 (60) No. 1 - 2018, p. 65-74,  
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