

PERSONAL INFORMATION

Cristinel Petrișor CONSTANTIN cristinel.constantin@unitbv.roPOSITION
IOSUD UTBV

Transilvania University of Brașov
PhD Coordinator
Doctoral studies field: Marketing
Since 2017

EXPERTISE FIELD AND
RESEARCH INTEREST
AREAS

Marketing, Marketing research, Data analysis

WORK EXPERIENCE

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 Asigurare

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

EDUCAȚIE ȘI FORMARE

- 2016 **PhD adviser habilitation – Marketing field**
IOSUD - Transilvania University of Braşov

- 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 Braşov, Faculty of Economic Sciences
Marketing research of business environment

- 1996-2000 **Graduate licence in Marketing**
Transilvania University of Braşov, 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	B1	B1	A2	A2	A2

Communication skills ▪ Communication, team working

Organisational / managerial skills ▪ Leadership and managerial competences.

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

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

ADDITIONAL INFORMATION

- 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: 9
 - No. of articles in journals indexed IDB: 35
 - No. of articles in conference proceedings: 24

H indexes Clarivate: 2, Scopus: 3, Google scholar: 10

25.03.2020

Prof. dr. Cristinel Constantin

LIST OF RELEVANT PUBLICATIONS /RESEARCH (selection)

Books and book chapters

1. Constantin, C., Tecău, A. – **Introducere în cercetarea de marketing**. Editura Universitară, București, 2013. 193 pagini ISBN 978-606-591-618-0.
2. Constantin, C. - **Analiza datelor de marketing**. Editura C.H.Beck, București, 2012. ISBN 978-606-18-0125-1, 242 pagini. ISBN 978-606-18-0125-1
3. Constantin, C. – **Sisteme informatice de marketing**. Editura Infomarket, Brașov, 2006. 271 pagini ISBN 978-973-8204-89-8.

Articles in journals indexed Web of science:

1. Bărbulescu, O., Constantin, C.P.- **Sustainable Growth Approaches: Quadruple Helix Approach for Turning Brașov into a Startup City**, în Sustainability, vol. 11(21), 2019, 6154. ISSN 2071-1050, <https://www.mdpi.com/2071-1050/11/21/6154>
2. Tecău, A.S., Brătucu, G., Tescașiu, B., Chițu, I.B., Constantin, C.P., Foris, D.- **Responsible Tourism—Integrating Families with Disabled Children in Tourist Destinations**, în Sustainability, vol. 11(16), 2019, 4420. ISSN 2071-1050, <https://www.mdpi.com/2071-1050/11/16/4420>
3. Brătucu, G., Constantin, C.P., Chițu, I.B., Grădinaru, E. and Dovleac, L. - **Approaching the Bioeconomy in Terms of Increasing the Energy Efficiency of Households in Romania**. Amfiteatru Economic, 21(50), 2019 pp. 90-104. ISSN 1582-9146, <http://www.amfiteatruconomic.ro/ArticolRO.aspx?CodArticol=2792>
4. Marinescu, N., Constantin, C., Haar, L. - **The relative performance of foreign-owned subsidiaries and domestic companies**, Post-Communist Economies, 31 (2), 2019, pp.161-180. ISSN 1463-1377, <https://www.tandfonline.com/doi/abs/10.1080/14631377.2018.1505692?journalCode=cpce20>
5. Candrea, A.N., Constantin, C., Ispas, A. - Public-private partnerships for a sustainable tourism development of urban destinations. The case of Brasov, Romania, în Transylvanian Review of Administrative Sciences, Special Issue, 2017, pp.38-56. ISSN1842-2845, <http://rtsa.ro/tras/index.php/tras/article/view/542>
6. Maican, C., Lixandriou, R., Constantin, C. - **Interactivia.ro e A study of a gamification framework using zero-cost tools**, în Computers in Human Behavior ISSN 0747-5632, vol 61, August 2016, <http://www.sciencedirect.com/science/article/pii/S0747563216301844>
7. Mawby, R., Tecău, A.S., Constantin, C., Chițu, I.B., Tescașiu, B. - **Addressing the security concerns of locals and visitors for a sustainable development of tourist destination**, în Sustainability, vol. 8(6), 2016, 524. ISSN 2071-1050, <http://www.mdpi.com/2071-1050/8/6/524>
8. Candrea, A.N., Constantin, C., Ispas, A., Marinescu, N. - **Profiling environmentally friendly tourists in Romanian mountain destinations**, în Environmental Engineering and Management Journal, vol. 15(5), 2016, http://www.eemj.icpm.tuiasi.ro/pdfs/vol15/no5/22_297_Candrea_14.pdf
9. Ispas, A., Constantin, C., Candrea, A.N. - **An examination of visitors interest in tourist cards and cultural routes in the case of a Romanian destination** în Transylvanian Review of Administrative Sciences, no 46E, 2015, pp.107-125. ISSN1842-2845, <http://rtsa.ro/tras/index.php/tras/article/view/454>

Articles in journals indexed in IDB:

10. Prodea, B. M., Constantin, C. P. -**The Impact of New Technologies on Digital Marketing Strategy: How is Augmented Reality Changing the Email Marketing**, Proceedings of the 3rd International Conference “Inclusive and Sustainable Economic Growth. Challenges, Measures and Solutions” ISEG , Brasov, Romania, 2019, ISBN 978-88-85813-51-9. <https://iseg.unitbv.ro>

11. Țurcanu, C., Constantin, C. P., Tecau A.S. - **Social Sustainability in Education from Teachers' Perspective**, Proceedings of the 3rd International Conference "Inclusive and Sustainable Economic Growth. Challenges, Measures and Solutions" ISEG, Brasov, Romania, 2019, ISBN 978-88-85813-51-9.
<https://iseg.unitbv.ro>
12. Constantin, C. - **Using the Regression Model in multivariate data analysis**. în Bulletin of the Transilvania University of Braşov, Series V: Economic Sciences, vol. 10 (59), no. 1, 2017 (EBSCO, DOAJ)
http://webbut.unitbv.ro/bulletin/Series%20V/2017/BULETIN%20I%20PDF/04_CONSTANTIN-C.pdf
13. Constantin, C. - **Using the Boxplot analysis in marketing research**. în Bulletin of the Transilvania University of Braşov, Series V: Economic Sciences, vol. 10 (59), no. 2, 2017 (EBSCO, DOAJ).
http://webbut.unitbv.ro/bulletin/Series%20V/2017/BULETIN%20I/03_CONSTANTIN_C_Boxplot%20analysis.pdf
14. Constantin, C. - **Coordinates of Service Industry in European Union. A Marketing Perspective**. Annals of "Dunarea de Jos" University of Galati Fascicle I. Economics and Applied Informatics Years XXI – no3/2017. http://www.eia.feaa.ugal.ro/images/eia/2017_3/Constantin.pdf
15. Constantin, C. - **The impact of incomes and loans on households' expenditures. Case of Romania**. Journal of Smart Economic Growth, 2(4), 2017. <https://jseg.ro/ojs/index.php/jseg/article/view/47/pdf>
16. Constantin, C. - **The importance of sales forecasting in establishing marketing strategies**. în Bulletin of the Transilvania University of Braşov, Series V: Economic Sciences, vol. 9 (58), no. 1, 2016 (EBSCO, DOAJ) http://webbut.unitbv.ro/Bulletin/Series%20V/2016/BULETIN%20I%20PDF/01Constantin_C.pdf
17. Constantin, C. – **Marketing perspectives of Romanian higher education**, în Romanian Journal of Marketing vol. 11, no. 2, 2016 (EBSCO, ProQuest)
http://www.revistademarketing.ro/?operatie=arhiva_id&arhiva_id=434
18. Constantin, C. - **The profile of postal services consumers on a competitive market. Case of Romania** în Romanian Journal of Marketing, vol.10, no. 4, 2015 (EBSCO, ProQuest)
http://www.revistademarketing.ro/?operatie=arhiva_id&arhiva_id=423
19. Constantin, C. - **Using the Logistic Regression model in supporting decisions of establishing marketing strategies**, în Bulletin of the Transilvania University of Braşov, Series V: Economic Sciences, vol. 8 (57), no. 2, 2015 (EBSCO, DOAJ)
http://webbut.unitbv.ro/Bulletin/Series%20V/BILETIN%20I/05_Constantin_C.pdf
20. Constantin, C. - **Principal Component Analysis - a powerful tool in computing marketing information**, în Bulletin of the Transilvania University of Braşov, Series V: Economic Sciences, Vol. 7 (56) No. 2, 2014 (EBSCO, DOAJ) http://webbut.unitbv.ro/BU2014/Series%20V/BULETIN%20V/I-03_CONSTANTIN%20C.pdf
21. Constantin, C. - **Using the Importance - Satisfaction matrix in designing relationship marketing strategies**, în Bulletin of the Transilvania University of Braşov Series V: Economic Sciences vol. 7 (56) No. 1, 2014 (EBSCO, DOAJ)
http://webbut.unitbv.ro/BU2014/Series%20V/BULETIN%20V%20PDF/04_CONSTANTIN%20C.pdf
22. Constantin, C. - **Post-Hoc Segmentation Using Marketing Research** în Annals of the University of Petroşani – Economics, vol. 12, part, 3, 2012 (EBSCO, ProQuest)
<http://upet.ro/annals/economics/pdf/2012/part3/Constantin.pdf>