

PERSONAL INFORMATION

Florin-Alexandru Luca

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POSITION
IOSUD UTBVPhD Coordinator
Doctoral studies field: Marketing
Since 2017EXPERTISE FIELD AND
RESEARCH INTEREST AREAS

Branding, Medical Marketing, E-marketing, Communication, Green-marketing, Real Estate Marketing

WORK EXPERIENCE

2017- present

TRANSILVANIA UNIVERSITY OF BRASOV

PhD Coordinator

Three PhD students (two from Romania and one from Italy)

2013 - present

ROMANIAN ACADEMY, Iași Branch

President of Commission to Study Marketing Issues

1998 - present

TECHNICAL UNIVERSITY "GHEORGHE ASACHI" OF IAȘI

Professor	2019 -
Associate Professor	2013 - 2018
Lecturer	2003 - 2013
Assistant professor	1998 - 2002

- Coordinator Economics and Marketing Specializations 2011 - present
- Head of Economics and Marketing Department 2010 - 2011
- Board Member of Teacher Training Department
- Board Member of Engineering and Management Department 2014-2016
- Board Member of TPMI Faculty 2011-2013
- Board Member of TPMI Faculty 2010 -2011
- Coordinator of university master of science programs:
"Entrepreneurship of Real Estate",
"Appraisal and Real Estate Development" .

2011- prezent

ALEXANDRU IOAN CUZA UNIVERSITY OF IASI

Professor

Member in Doctoral Committee

2004, 2005

LILLE UNIVERSITY OF SCIENCE AND TECHNOLOGY

Visiting Professor

Research activity focused on integration and the dynamics of EU

EDUCATION AND TRAINING

- 2016 **Habilitation in marketing**
"Alexandru Ioan Cuza" University of Iași
- 2002 **Postdoctoral Specialization**
Université des Sciences et Technologies de Lille, Franta
 - EU comparative studies
 - Risk assessment expansion
- 2001 **Ph.D. in Management** 8 EQF
„Alexandru Ioan Cuza” University of Iași
 - Firm Adjustment of the Product and Service Offer to the Market Demands
- 2001 **Specialization**
INDE București (Institut National de Développement Economique)
 - International Marketing
- 2000 **Doctoral Internship**
Université des Sciences et Technologies de Lille, Franta
 - Strategies to launch promotional campaigns on the Internet , SEO, Internet Business Development
- 1998 **Postgraduate Studies in Planning and Marketing Strategy** 7 EQF
„Alexandru Ioan Cuza” University of Iași
 - Evaluation of enterprise, Industrial Marketing and Audit Marketing
- 1997 **Degree in Economics, specialization Marketing** 6 EQF
„Alexandru Ioan Cuza” University of Iași

PERSONAL SKILLS

Mother tongue(s) Română

Other language(s)	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	B2	B2	B1	B1	B1
French	C1	C1	C1	C1	B1

Levels: A1/A2: Basic user - B1/B2: Independent user - C1/C2 Proficient user
[Common European Framework of Reference for Languages](http://www.cedefop.europa.eu/en/files/quest_doc/CEFR/CEFR%20en.pdf)

Communication skills ▪ Excellent communication skills gained through work experience with students and businesses

Organisational / managerial skills ▪ leadership

Job-related skills ▪ good knowledge of research tools

Digital competence ▪ Microsoft Office, Internet Tools, Internet Marketing, SEO

Other skills ▪ coordinate and organize

Driving licence ▪ B

ADDITIONAL INFORMATION

Publications ▪ 145 books and articles published in ISI, ISI Proceedings, BDI journals, international conferences volumes published

Contracts ▪ 15 research contracts and grants

Honours ▪ 12 prizes and awards at International Salons of Creativity and Innovation , Gold Medal at the International Exhibition of Creativity and European Innovaton 2013

Citations ▪ Over 150 citations ISI, BDI and books

Memberships ▪ Asociația Română de Marketing, Asociația Academică de Ingineria Mediului și Dezvoltare Durabilă

H-index ▪ Clarivate Analytics ISI: 5

Publications - selection

1. **Luca, F.A.**, Epuran, G., Ciobanu, CI, Horodnic, AV, Green Jobs Creation - Main Element in the Implementation of Bioeconomic Mechanisms, *Amfiteatru Economic*, 2019, Volume: 21 Issue: 50 Pages: 60-74, WOS:000456190000005
<http://www.amfiteatruconomic.ro/ArticolRO.aspx?CodArticol=2790>
http://www.amfiteatruconomic.ro/RevistaDetalii_RO.aspx?Cod=1120
2. **Luca, F.A.**, Vlad, V.C., Foreign Fighters Phenomenon in the European Union, *Management Intercultural*, vol XX, nr.40, 2018
http://seaopenresearch.eu/Journals/articles/MI_40_3.pdf
3. Horodnic AV, Apetrei A, **Luca F.A.**, Ciobanu C., Rating Healthcare Services: Consumer Satisfaction vs. Health System Performance, *The Service Industries Journal*, vol38, nr.13-14, 2018, WOS:000443916900004
<https://www.tandfonline.com/doi/full/10.1080/02642069.2018.1426752>
4. **Luca F.A.**, Ciobanu C.I., Andreia A., Horodnic AV., Raising Awareness on Health Impact of the Chemicals Used in Consumer Products: Empirical Evidence from East-Central Europe, *Sustainability*, vol 10, Issue 1, 2018, WOS:000425082600206
<https://www.mdpi.com/2071-1050/10/1/209>
5. **Luca F.A.**, Ciobanu C.I., Danilet M., A Reliability Test Used For the Development of A Loyalty Scale, *Network Intelligence Studies*, vol.V, Issue 9, 2017
http://seaopenresearch.eu/Journals/articles/NIS_9_4.pdf
6. Busuioc W Irina, **Luca F.A.**, Bank Capital, Risk and Performance in European Banking. A Case Study on Seven Banking Sectors, *Prague Economic Papers*, 2016, WOS:000374921000001
<https://www.vse.cz/pep/541>
7. Ciobanu C., **Luca F.A.**, Relationship Marketing Strategies for Service Firms, *SEA Practical Application of Science*, Volume IV, Issue 3, 2016
http://seaopenresearch.eu/Journals/articles/SPAS_12_11.pdf
8. **Luca, F.A.**, Ciobanu C., Relationship Quality in Real Estate Companies, *SEA - Practical Application of Science*, Volume IV, Issue 1 (10) /2016
http://seaopenresearch.eu/Journals/articles/SPAS_10_12.pdf
9. **Luca, F.A.**, Ciobanu C., Satisfaction, Trust and Commitment as dimensions of Loyalty in Real Estate Companies, *SEA - Practical Application of Science*, Volume IV, Issue 2 (11) /2016
http://seaopenresearch.eu/Journals/articles/SPAS_11_25.pdf

10. **Luca F.A.**, Filipeanu D., Anton C., Canănu M., Luca AC, Anton E, The Impact of Patterns Provided by the Media on Society, *Revista de Cercetare și Interventie Socială*, ISSN (print): 1583-3410 ISSN (print): 1583-3410, nr.52 mart 2016 WOS:000373422500013
<https://www.rcis.ro/ro/section1/140-volumul-52-2016-martie/2244-the-impact-of-patterns-provided-by-the-media-on-society.html>
11. Filipeanu D., **Luca F.A.**, Anton C., Canănu M., Luca AC, Anton E., The Impact of Social Networks on the Individuals as well as Socio-Cultural Stereotypes and Social Dependence on this Source, *Revista de Cercetare și Interventie Socială*, ISSN (print): 1583-3410, nr.51 dec 2015, WOS:000368088100009
<https://www.rcis.ro/ro/section1/139-volumul-512015decembrie/2220-the-impact-of-social-networks-on-the-individuals-as-well-as-socio-cultural-stereotypes-and-social-dependence-on-this-source.html>
12. **Luca, F.A.**, Filipeanu D, Ioan, C., The recycling of materials - from green marketing strategy to the need for sustainable development in contemporary society, Euroinvent2015, *Key Engineering Materials* Vol 660 (2015) pp 262-267, Trans Tech Publications, Switzerland
<https://www.scientific.net/KEM.660.262>
13. **Luca, F.A.**, Ioan, C., Sasu, C., *The Importance of the Professional Personal Brand. The Doctors' Personal Brand*, *Procedia Economics and Finance* 20, pg 350-357 Elsevier - Science Direct, 2015, ISI Proceedings, WOS:000392265200045
https://www.sciencedirect.com/search?authors=luca%20florin%20alexandru&pub=Procedia%20Economics%20and%20Finance&show=25&sortBy=relevance&origin=jrnl_home&zone=search&cid=282136
14. Sasu C., Pravăț GC, **Luca, F.A.**, *Ethics and Advertising*, SEA-Practical Application of Science Volume III, Issue 1 (7), 2015.
http://seaopenresearch.eu/Journals/articles/SPAS_7_74.pdf
15. **Luca F.A.**, Ioan C.A.M., Sasu C., Luca A.C., The Impact of Public Health Care Services on the Patients' Perception as Regards the Health Institutions Brand on the Background of the Health Reform in Romania, *Revista de Cercetare și Interventie Socială*, ISSN (print): 1583-3410, nr.49, 2015, WOS:000356398700006
<https://www.rcis.ro/ro/section1/137-volumul-492015iunie/2170-the-impact-of-public-health-care-services-on-the-patients-perception-as-regards-the-health-institutions-brand-on-the-background-of-the-health-reform-in-romania.html>
16. **Luca, F.A.**, Ioan C.A.M., Implementation of green marketing in the analysis of municipal waste produced in Romania, correlated with environmental policy management, *Environmental Engineering and Management Journal*, 2014, Vol13 No. 12, WOS:000351577700025
http://www.eemj.icpm.tuiasi.ro/pdfs/vol13/no12/Full/25_810_Luca_13.pdf
17. Ioan C.A.M., **Luca, F.A.**, - *Green Marketing Role in Waste Management*, *Network Intelligence Studies*, 2014, Issue 4.
http://seaopenresearch.eu/Journals/articles/NIS_4_12.pdf
18. **Luca, F.A.**, Ioan C.A.M., - *Local Brand Development in The Context of Regionalization and European Integration*, SEA - Practical Application of Science, 2014, Issue 5.
http://seaopenresearch.eu/Journals/articles/SPAS_5_56.pdf
19. **Luca, F.A.**, Ioan C.A.M, Air Quality Management in Iasi City, *Environmental Engineering and Management Journal*, feb 2012, vol 11, no.2, ISSN: 1582-9596, WOS:000303276000022
http://www.eemj.icpm.tuiasi.ro/pdfs/vol11/no2/18_714_Luca_11.pdf
20. **Luca, F.A.**, Cretescu, I., Management of Northern-Eastern Region of Romania viewed from the perspective of ecotourism development, *Environmental Engineering and Management Journal*, ian 2010, vol.9 no.1. ISSN:1582-9596, WOS:000275701800023
http://www.eemj.icpm.tuiasi.ro/pdfs/vol9/no1/32_033_Luca.pdf

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