

## PERSONAL INFORMATION

**Nicoleta Andreea NEACȘU**

✉ [andreea.neacsu@unitbv.ro](mailto:andreea.neacsu@unitbv.ro)

POSITION  
IOSUD UTBV

PhD Coordinator  
Doctoral studies field: Marketing, 2021

EXPERTISE FIELD AND  
RESEARCH INTEREST AREAS

Strategic Marketing  
Sustainability Marketing  
Design and aesthetics of goods  
Packaging marketing  
Quality of products and services

## WORK EXPERIENCE

- 
- 2020 – present **University Professor**  
Transilvania University of Brașov, Faculty of Economic Sciences and Business Administration  
Teaching, research and administrative activities
- 2015 - 2020 **Associate Professor**  
Transilvania University of Brașov, Faculty of Economic Sciences and Business Administration  
Teaching, research and administrative activities
- 2007 – 2015 **Lecturer**  
Transilvania University of Brașov, Faculty of Economic Sciences and Business Administration  
Teaching, research and administrative activities
- 2004 – 2007 **Assistant Professor**  
Transilvania University of Brașov, Faculty of Economic Sciences and Business Administration  
Teaching, research and administrative activities
- 2002 - 2004 **University Preparatory**  
Transilvania University of Brașov, Faculty of Economic Sciences and Business Administration  
Teaching, research and administrative activities
- 2001-2002 **Associate University Teacher**  
Transilvania University of Brașov, Faculty of Economic Sciences and Business Administration  
Teaching, research and administrative activities
- 2001-2002 **Economist marketing**  
S.A. PRODLACTA BRAȘOV, Marketing Department  
Marketing and promotion activities

EDUCATION AND TRAINING

2019	<p><b>PhD adviser habilitation – Marketing field</b> IOSUD - Transilvania University of Brașov</p>	<p>Replace with EQF (or other) level if relevant</p>
2003 – 2010	<p><b>PhD in Economics</b> Academy of Economic Studies Bucharest</p>	<p>Replac with EQF (or other) level if relevant</p>
2001 – 2002	<p><b>Post-graduate studies in Marketing</b> Transilvania University of Brașov, Faculty of Economic Sciences</p>	
1997 - 2001	<p><b>Graduate licence in Marketing</b> Transilvania University of Brașov, Faculty of Economic Sciences</p>	

Mother tongue(s) Romanian

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C2	C2	C1	C1	C2
Replace with name of language certificate. Enter level if known.					
French	B2	C1	B2	B1	B2
Replace with name of language certificate. Enter level if known.					

Levels: A1/A2: Basic user - B1/B2: Independent user - C1/C2 Proficient user  
Common European Framework of Reference for Languages

Communication skills

- good communication skills gained through the experience of teaching
- good abilities for adaptation and teamwork highlighted throughout the entire professional activity

Organisational / managerial skills

- managerial skills, coordinator of the ECTS-ID study program, Faculty of Economics and Business Administration, Transilvania University of Brașov
- tourism patent 17946 / 14.03.2011 - Manager in the tourist activity

Job-related skills

- good capacity to adapt to new challenges and also flexibility due to teaching and research activities throughout the entire professional work
- training in psycho- pedagogy and teaching methods at *Transilvania* University of Brașov

ADDITIONAL INFORMATION

Publications

- No. of books in international editions: 1
- No. of book chapters in international editions: 1
- No. of books in national editions: 12
- No. of articles in journals indexed Web of science: 10
- No. of articles in journals indexed IDB: 52
- No. of articles in conference proceedings: 35

ANNEXES

### LIST OF RELEVANT PUBLICATIONS /RESEARCH (selection)

1. Marinescu, N, Madar, A., Neacșu, N.A., Șchiopu, C., 2022. **Empirical Research on the Behavioral Perceptions of University Students on Their ERASMUS Mobilities Abroad.** Int. J. Environ. Res. Public Health 2022, 19, 5756, [https://mdpi-res.com/d\\_attachment/ijerph/ijerph-19-05756/article\\_deploy/ijerph-19-05756.pdf?version=1652100767](https://mdpi-res.com/d_attachment/ijerph/ijerph-19-05756/article_deploy/ijerph-19-05756.pdf?version=1652100767)
2. Băltescu, C.A., Neacșu, N.A., Madar, A.; Boșcor, D.; Zamfirache, A., 2022. **Sustainable Development Practices of Restaurants in Romania and Changes during the COVID-19 Pandemic.** Sustainability 2022, 14, 3798, <https://www.mdpi.com/2071-1050/14/7/3798>
3. Brătucu, G, Băltescu, C.A., Neacșu, A.N., Boșcor, D., Țierean, O.M., Madar, A., 2017. **Approaching the Sustainable Development Practices in Mountain Tourism in the Romanian Carpathians.** Sustainability, 9(11), pp. 2051 - 2070, <https://www.mdpi.com/2071-1050/9/11/2051>
4. Brătucu, G., Palade (Zamfirache), A., Madar, A., Neacșu, N.A., Boșcor, D., Băltescu, C.A., 2017. **Competition on the University Educational Services Market in Romania and the Protection of Students Rights and Interests.** Amfiteatru Economic, 19(45), pp.414-431, [https://amfiteatruconomic.ro/RevistaDetalii\\_EN.aspx?Cod=1064](https://amfiteatruconomic.ro/RevistaDetalii_EN.aspx?Cod=1064)
5. Brătucu, G., Madar, A., Boșcor, D., Băltescu, C.A., Neacșu, N.A., 2016. **Road Safety Education in the Context of the Sustainable Development of Society: The Romanian Case.** Sustainability, 8(3), pp. 278-290, <https://www.mdpi.com/2071-1050/8/3/278>
6. Brătucu, G., Madar, A., Neacșu, N.A., Boșcor, D., Băltescu, C.A., 2014. **High School Vocational Counseling Role in Leveraging Students' Professional Inclinations.** Amfiteatru Economic. 16(37), pp. 1014-1025, [https://amfiteatruconomic.ro/RevistaDetalii\\_EN.aspx?Cod=54](https://amfiteatruconomic.ro/RevistaDetalii_EN.aspx?Cod=54)
7. Băltescu, C.A., Neacșu, N.A., 2012. **Turismul de evenimente – management și marketing.** Transilvania University Publishing.
8. Epuran G., Brătucu G., Bărbulescu O., Neacșu N. A., Madar A., 2018. **Food safety and sustainability – an exploratory approach at the level of the Romanian wine production companies,** Amfiteatru Economic, Vol. 20, No. 47, 151-167, <https://www.amfiteatruconomic.ro/ArticolEN.aspx?CodArticol=2700>
9. Madar A, Neacșu N.A., 2020. **Tourists' vision about the implementation of sustainable development practices in the hospitality industry in Romania,** International Conference on Business Excellence, București, 769-779, <https://sciendo.com/article/10.2478/picbe-2020-0073>
10. Neacsu N.A., 2018. **The influence of design elements in choosing products on the sweets market for children,** International Journal of Business and Economic Affairs, vol. 3, nr. 16, 283-290, <http://www.ijbea.com/papers/volume3-issue6/IJBEA-2018-36005.pdf>
11. Duguleană L., Bălășescu M., Duguleană C., Bălășescu S., Neacșu N. A., Dolveac L., 2018. **Dynamic analysis of European organic agricultural areas in the context of sustainable development,** Outlook on Agriculture, Vol. 47(1), 27–35, <https://journals.sagepub.com/doi/10.1177/0030727018761689>
12. Neacșu N. A., Băltescu C. A., Boșcor D., Bălășescu S., 2017. **The influence of design and aesthetics elements in choosing clothing,** Revista Industria Textilă, No.5, Vol. 68, 375-379, [http://www.revistaindustriatextila.ro/images/Textila\\_nr\\_5\\_2017r.pdf](http://www.revistaindustriatextila.ro/images/Textila_nr_5_2017r.pdf)
13. Neacșu N. A., Bălășescu S., Bălășescu M., Anton C.E., 2020. **Social responsibility in the textile industry in Romania,** Revista Industria Textilă, Vol 71, No.4, 297-301, <http://www.revistaindustriatextila.ro/202004.html>
14. Neacșu, N.A., 2012. **Designul și estetica ambalajului – element de marketing,** Brașov: Transilvania University Publishing. House. Neacșu N.A., 2019. **The influence of design elements in choosing products on dairy market,** Bulletin of the Transilvania University of Brașov, Series V: Economic Sciences, Vol. 12 (61) No.1, 41-48, [http://rs.unitbv.ro/Bulletin/Series%20V/2019/BULETIN%20I%20PDF/06\\_Neacsu.pdf](http://rs.unitbv.ro/Bulletin/Series%20V/2019/BULETIN%20I%20PDF/06_Neacsu.pdf)
15. Neacșu N.A., Armasar I.P., 2019. **Educational marketing strategies on the market of higher education services,** PEOPLE: International Journal of Social Sciences, vol. 5, nr. 3, 334-344, <https://grdspublishing.org/index.php/people/article/view/2204>
16. Neacșu N.A., Madar A., 2016. **Design and aesthetics on organic cosmetic market. Case study: face creams,** "Ovidius" University Annals, Economic Sciences Series, Vol.XVI, Issue 1, 27-35, [https://www.utgjiu.ro/revista/ec/pdf/2017-01.Volumul\\_1\\_Special/03\\_Neacsu.pdf](https://www.utgjiu.ro/revista/ec/pdf/2017-01.Volumul_1_Special/03_Neacsu.pdf)
17. Neacșu N.A., Madar A., 2016. **Wine industry market strategies. Case study: Lacerta Winery,** Bulletin of the Transilvania University of Brașov, Series V: Economic Sciences, Vol. 9 (58) No. 2, 353-360, [http://webbut.unitbv.ro/BU2016/Series%20V/BULETIN%20I/37\\_Neacsu\\_Madar.pdf](http://webbut.unitbv.ro/BU2016/Series%20V/BULETIN%20I/37_Neacsu_Madar.pdf)