

**INFORMAȚII PERSONALE**

**Liliana DUGULEANĂ**

✉ [ldugul@unitbv.ro](mailto:ldugul@unitbv.ro)

**LOCUL DE MUNCA  
POZIȚIA IOSUD UTBV**

Universitatea Transilvania din Brașov  
Conducător de doctorat – Domeniul Marketing  
Anul obținerii dreptului de conducere doctorat: 2005

**DOMENII DE COMPETENȚĂ  
PROFESIONALĂ / ARII DE  
INTERES ÎN CERCETARE**

Statistică economică, Previziune economică, Econometrie, Marketing/ Cercetări de marketing / Modelarea comportamentului consumatorului

**EXPERIENȚA PROFESIONALĂ**

- 2000 - prezent **Profesor universitar**  
Universitatea „Transilvania” din Brașov (B-dul Eroilor 29, www.unitbv.ro )  
▪ Dept. Management și Informatică Economică
- 1998 - 2000 **Conferențiar universitar**  
Universitatea „Transilvania” din Brașov (B-dul Eroilor 29, www.unitbv.ro )  
▪ Dept. Management și Informatică Economică
- 1996-1998 **Lector universitar**  
Universitatea „Transilvania” din Brașov (B-dul Eroilor 29, www.unitbv.ro )  
▪ Dept. Management și Informatică Economică
- 1993-1996 **Asistent universitar**  
Universitatea „Transilvania” din Brașov (B-dul Eroilor 29, www.unitbv.ro )  
▪ Dept. Management și Informatică Economică

**EDUCAȚIE ȘI FORMARE**

- 1993 - 1999 **Facultatea Cibernetică, Statistică și Informatică, Academia de Studii Economice, ASE, București**  
▪ Diplomă de doctor în economie, specializarea Statistică economică
- 1978 - 1982 **Facultatea Planificare și Cibernetică Economică, Academia de Studii Economice, ASE, București**  
▪ Diplomă de licență - economist

**COMPETENTE PERSONALE**

Limba(i) maternă(e) Limba română

**Alte limbi străine cunoscute**

	INTELEGERE		VORBIRE		SCRIERE
	Ascultare	Citire	Participare la conversație	Discurs oral	
Limba engleză	B2	B2	B2	B2	B2
Limba franceză	A2	A2	A2	A2	A2

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 dobândite prin experiența proprie de profesor

Competențe organizaționale/manageriale ▪ Leadership (coordonator al specializării Afaceri Internaționale – ID, director platforma/ laborator ASPECKT, expert ARACIS in comisia Stiințe Economice 1)

Competențe dobândite la locul de muncă ▪ cunoașterea proceselor de control al calității (auditul calității)  
▪ expert in comisii ENQA: evaluare agentii nationale de calitate HAC (Ungaria), CAQA (Serbia)  
▪ presedinte comisie panel in proiectul TesLA – AQU Catalonia, Spania  
▪ membru in comisia CNATDCU - Stiinte Economice – Marketing

Competențe informatice ▪ o bună cunoaștere a diverselor software-uri destinate activității academice, platforma e-learning

## INFORMATII SUPLIMENTARE

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Indici Hirsch ▪ din platformele: Clarivate Analytics (Web of Science) 1; SCOPUS 1; Google Scholar 5.

## ANEXE

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### Lista publicațiilor relevante – selecție

1. *STATISTICĂ ECONOMICĂ ȘI SOCIALĂ. Teorie și aplicații*, **L. Duguleană**, Ed. Infomarket, 1999, ISBN 973-98957-4-3, 257 pag.
2. *METODE STATISTICE UTILIZATE ÎN MARKETINGUL INDUSTRIAL*, **L. Duguleană**, Ed. HACO International, 1999, ISBN 973-99384-0-X, 320 pag.
3. *STATISTICĂ*, **L. Duguleană**, Ed. Infomarket, Brașov, 2002, ISBN 973-8204-23-2, 220 pag.
4. *METODE CANTITATIVE ÎN ANALIZA DATELOR*, **L. Duguleana**, N. Petcu, Ed. Infomarket, 2005, ISBN 973-8204-77-1, 156 pag.
5. *METODE DE PREVIZIUNE ECONOMICĂ*, **Liliana Duguleană**, Editura Universității "Transilvania", Brașov, 2011, Bibliogr. ISBN 978-973-598-658-2, 338.27, 147 pag.
6. *BAZELE STATISTICII ECONOMICE*, **Liliana Duguleană**, Editura C.H. Beck, București, 2012, ISBN 978-973-115-969-0, 346 pag.
7. *STATISTICĂ ÎN CERCETARE*, **Liliana Duguleană**, curs pentru doctoranzi, anul 1, Școala doctorală, online, 2013
8. *A Gravity Model of East-West European Migration*, **L. Duguleana**, C. Duguleana, S. Busuioceanu, p. 22-76, *EAST-WEST MIGRATION IN THE EUROPEAN UNION*, Editor Nicolae Marinescu, Ed. Cambridge Scholars Publishing, ISBN-13: 978-1-4438-9893-5, ISBN-10:1-4438-9893-7, Date of Publication: 01/04/2017, Pages/Size: 340/A5, cap. 2, <http://www.cambridgescholars.com/east-west-migration-in-the-european-union-2>, <http://www.cambridgescholars.com/download/sample/63796>
9. *Identifying the Effects of Migration Flows within the Countries of the European Union*, Constantin Duguleana, Liliana Duguleana, Steliana Busuioceanu, p. 170-182, *EAST-WEST MIGRATION IN THE EUROPEAN UNION*, Editor Nicolae Marinescu, Ed. Cambridge Scholars Publishing, ISBN-13: 978-1-4438-9893-5, ISBN-10:1-4438-9893-7, Date of Publication: 01/04/2017, Pages/Size: 340/A5, cap. 8, <http://www.cambridgescholars.com/east-west-migration-in-the-european-union-2>, <http://www.cambridgescholars.com/download/sample/63796>
10. *Dynamic analysis of European organic agricultural areas in the context of sustainable development*, **Liliana Duguleană**, Marius Bălășescu, Constantin Duguleană, Simona Bălășescu, Nicoleta Andreea Neacșu, Lavinia Dovleac, Sage Journals, Outlook on agriculture, vol. 47, Issue 1, 2018, pp. 27–35, ISSN: 0030-7270, <https://doi.org/10.1177/0030727018761689>, WOS:000429905900004 (Factor de impact 2018: 1.030, 5-Year Impact Factor 2018: 0.953), Sage Journals, <http://journals.sagepub.com/toc/oag/0/0>
11. *Investments, Economic Growth and Employment: VAR Method for Romania*, Vodă Alina Daniela, **Duguleană Liliana**, Dobrotă Gabriela, Studies in Business and Economics no. 14(2)/2019, Sciendo, DOI 10.2478/sbe-2019-0037, Web of Science (Core Collection) p. 231-244, <https://content.sciendo.com/view/journals/sbe/14/2/article-p231.xml?lang=en>
12. *A Structural Analysis of European Union Economy*, **Duguleană Liliana**, Duguleană Constantin, Busuioceanu Steliana, Romanian Statistical Review, Issue 3, 2016, p. 19-51, ISSN: 1018-046X, WOS:000392213800002, [http://www.revistadestatistica.ro/wp-content/uploads/2014/01/RRS3\\_2016\\_1.pdf](http://www.revistadestatistica.ro/wp-content/uploads/2014/01/RRS3_2016_1.pdf), <http://www.revistadestatistica.ro/index.php/a-structural-analysis-of-european-union-economy/>, [http://www.revistadestatistica.ro/wp-content/uploads/2016/09/RRS3\\_2016\\_A2.pdf](http://www.revistadestatistica.ro/wp-content/uploads/2016/09/RRS3_2016_A2.pdf)
13. *Brand Valuation Methodologies and Practices*, **L. Duguleană**, C. Duguleană, Bulletin of the Transilvania University of Brașov • Vol. 7 (56) •No. 1, Series V: Economic Sciences, 2014, p. 43-52, ISSN 2065-2194 (Print), ISSN 2065-2208 (CD-ROM), [http://webbut.unitbv.ro/Bulletin/Series%20V/BULETIN%20V%20PDF/06\\_DUGULEANA%20L-DUGULEANA.pdf](http://webbut.unitbv.ro/Bulletin/Series%20V/BULETIN%20V%20PDF/06_DUGULEANA%20L-DUGULEANA.pdf)
14. *Analyzing the Economic Potential of Romanian Administrative Regions*, **Liliana Duguleană**, Constantin Duguleană, 1<sup>st</sup> International Conference on "Marketing&Business Development", MBD 2013, Ed. ASE, ISSN 2344-5130, ISSN-L 2344-5130, Facultatea de Marketing, A.S.E. București, 21–24.11.2013, [www.marketingevents.ro/mbd](http://www.marketingevents.ro/mbd), *International Journal of Economic Practices and Theories (IJEPT)* ISSN: 2247 – 7225 (online), p. 262-272, Special issue on Marketing and Business Development, Vol. 4, No. 2, 2014, <http://www.ijept.org/index.php/ijept/issue/view/12>
15. *Basic Concepts of Macroeconomic Development Marketing*, **L. Duguleana**, C. Duguleana, ID number 634-219, WSEAS International Conference RISK MANAGEMENT, ASSESSMENT AND MITIGATION (RIMA'10), Universitatea Politehnica, Bucharest, Romania, April 20-22, 2010, Proceedings of the International Conference RIMA `10 „Recent Advances in Risk Management, Assessment and Mitigation”, pag. 117-123, ISBN: 978-960-474-182-3, ISSN: 1790-2769, WSEAS Press, CD, ISBN:978-960-474-183-0, <http://www.wseas.us/conferences/2010/bucharest/rima/>, [www.wseas.us/e-library/conferences/2010/Bucharest/RIMA/RIMA-20.pdf](http://www.wseas.us/e-library/conferences/2010/Bucharest/RIMA/RIMA-20.pdf)

16. *Changes in the Development of European Tourism during 1990-2004*, **Duguleana Liliana**, Duguleana Constantin, PROCEEDINGS OF THE 2ND WSEAS INTERNATIONAL CONFERENCE ON CULTURAL HERITAGE AND TOURISM, (CUHT '09), Rodos, GREECE, 2009, p. 107-112, ISBN:978-960-474-103-8, WOS:000273266600016, [www.wseas.us/e-library/conferences/2009/rodos/CUHT/CUHT16.pdf](http://www.wseas.us/e-library/conferences/2009/rodos/CUHT/CUHT16.pdf)
17. *Some Aspects concerning the Equality of Income Distribution in Romania and in Some Developed Countries, at the End of the Second Millennium*, **Duguleana Liliana**, Duguleana Constantin, PROCEEDINGS OF THE 3RD INTERNATIONAL CONFERENCE ON MANAGEMENT, MARKETING AND FINANCES, Houston, USA, 2009, p. 139-141, ISBN:978-960-474-073-4, WOS:000266630000021, <https://doi.org/10.13140/2.1.1762.5600>, [www.wseas.us/e-library/conferences/2009/houston/AMMF/AMMF21.pdf](http://www.wseas.us/e-library/conferences/2009/houston/AMMF/AMMF21.pdf)
18. *Testing the Law of Economic Growth and Income Distribution in the World Developed Countries*, Duguleana Constantin, **Duguleana Liliana**, PROCEEDINGS OF THE 3RD INTERNATIONAL CONFERENCE ON MANAGEMENT, MARKETING AND FINANCES, Houston, USA, 2009, p. 168-171, ISBN:978-960-474-073-4, Accession Number: WOS:000266630000026, DOI: 10.13140/2.1.3859.7122, [www.wseas.us/e-library/conferences/2009/houston/AMMF/AMMF26.pdf](http://www.wseas.us/e-library/conferences/2009/houston/AMMF/AMMF26.pdf)
19. *The Students' Attitudes Concerning the Learning Process*, **Duguleana Liliana**, Duguleana Constantin, PROCEEDINGS OF THE 4TH WSEAS INTERNATIONAL CONFERENCE ON EDUCATIONAL TECHNOLOGIES (EDUTE'08), Corfu, GREECE, 2008, p. 112-115, ISBN:978-960-474-013-0, Accession Number: WOS:000262206400019
20. *Quantitative Marketing Research on Behavior of the Small and Medium Companies on Financial Advisory Services*, L. Duguleană, C.M Nicolae, Bulletin of the *Transilvania University of Braşov* • Vol. 6 (55) •No. 2 - 2013 Series V: Economic Sciences, p. 25-30, ISSN 2065-2194 (Print), ISSN 2065-2208 (CD-ROM), [http://webbut.unitbv.ro/BU2013/Series%20V/Contents\\_V\\_MK.html](http://webbut.unitbv.ro/BU2013/Series%20V/Contents_V_MK.html), <http://webbut.unitbv.ro/BU2013/Series%20V/BULETIN%20V/005%20duguleana%20nicolae%20BUT%202013%202.pdf>
21. *The Intercultural Model of National Lebanese Market*, L. Duguleană, S.C. Popovici, Bulletin of the *Transilvania University of Braşov*, Vol. 7 (56) •No. 2, Series V: Economic Sciences, 2014, ISSN 2065-2194 (Print), ISSN 2065-2208 (CD-ROM), p. 259-266, [http://webbut.unitbv.ro/Bulletin/Series%20V/BULETIN%20V/VI-02\\_DUGULEANA-%20L.pdf](http://webbut.unitbv.ro/Bulletin/Series%20V/BULETIN%20V/VI-02_DUGULEANA-%20L.pdf)
22. *National Cultural Dimensions and Well-Being in Some Countries of the World, in 2013*, **L. Duguleană**, Cross – Cultural Management Journal, ISSN-L: 2286 – 0452, Volume XVI, Issue 2 (6) / 2014, p. 305-314, Conferința Internațională SEA 2014, Exploring Creativity: Practices And Patterns, în parteneriat cu Universitatea Transilvania din Braşov și Academia Română – Filiala Iași, 17th to 18th October 2014, Braşov, [http://www.cmj.bxb.ro/Article/CMJ\\_6\\_9.pdf](http://www.cmj.bxb.ro/Article/CMJ_6_9.pdf)
23. *Analyzing and forecasting the European social climate*, **Duguleana L.**, Duguleana C., Bulletin of Transilvania University of Brasov, Vol. 8 (57) No.1 – 2015, Series V - Economic Sciences, ISSN 2065-2194, p. 207-226, [http://webbut.unitbv.ro/Bulletin/Series%20V/BULETIN%20V/20PDF/24\\_Duguleana\\_L.pdf](http://webbut.unitbv.ro/Bulletin/Series%20V/BULETIN%20V/20PDF/24_Duguleana_L.pdf)
24. *Marketing mix for rural development in Romania*, Klára - Dalma Polgár (Deszke), Liliana Duguleană, Bulletin of the *Transilvania University of Braşov*, Series V: Economic Sciences • Vol. 9 (58) No. 2 – 2016, p. 69-78
25. *Regional dimensions of rural development in Romania*, **Liliana Duguleană**, Constantin Duguleană, Klára – Dalma Polgár (Deszke), Bulletin of the *Transilvania University of Braşov*, Series V, Economic Sciences, Vol. 10 (59) No. 1 – 2017, ISSN 2065-2194 (Print), ISSN 2065-2208 (CD-ROM) p. 151-176, [http://webbut.unitbv.ro/Bulletin/Series%20V/2017/BULETIN%20V/20PDF/17\\_DUGULEANA\\_Polgár.pdf](http://webbut.unitbv.ro/Bulletin/Series%20V/2017/BULETIN%20V/20PDF/17_DUGULEANA_Polgár.pdf)
26. *Hypotheses in Research on the Level of Utilization of Financial Advisory Services for SMSs from Braşov County*, Nicolae C-M, **Duguleana L.**, Funaru M., MMK 2012, International Masaryk Conference for Ph.D. Students and Young Researchers, MAGNANIMITAS Assn. International and ECONFERENCE, December 10 – 14, 2012, vol. III. Hradec Králové, Czech Republic, pag. 626-633, [http://www.vedeckekonference.cz/library/proceedings/mmk\\_2012.pdf](http://www.vedeckekonference.cz/library/proceedings/mmk_2012.pdf)