

PERSONAL INFORMATION

Gabriel BRĂTUCU gabriel.bratucu@unitbv.roPOSITION
IOSUD UTBVPhD Coordinator
Doctoral studies field: Marketing
Since 2005WORK EXPERIENCE
EXPERTISE FIELD AND
RESEARCH INTEREST AREAS

Marketing research, Strategic Marketing, Social-political Marketing

2005–Prezent

Ph.D. Advisor - Field Marketing

Transilvania University of Brasov (Romania)

29 PhD, 5 PhD. Students and 4 Postdoctoral Students

2002–Prezent

University Professor

Transilvania University of Brasov (Romania), Faculty of Economic Sciences and Business Administration

1999–2002

Associate Professor

Transilvania University of Brasov (Romania), Faculty of Economic Sciences and Business Administration

1995–1999

Lecturer

Transilvania University of Brasov (Romania), Faculty of Economic Sciences and Business Administration

1992–1995

Assistant Lecturer

Transilvania University of Brasov, Faculty of Economic Sciences

1990–1992

University Preparatory

Transilvania University of Brasov (Romania), Faculty of Economic Sciences and Business Administration

2008–Prezent

Dean of Faculty of Economic Sciences and Business Administration

Transilvania University of Brasov (Romania)

10/2011–04/2012

Head of the Department of Economic Sciences and Business Administration

Transilvania University of Brasov (Romania)

2000–2012

Member of Senate of Transilvania University of Brasov

Transilvania University of Brasov (Romania)

2016–Prezent

Member of Senate Transilvania University of Brasov

Transilvania University of Brasov (Romania)

2008–2012 **Member of Academic Concil of Transilvania University of Brasov**
Transilvania University of Brasov (Romania)

2012–2016 **Member of Administration Concil of Transilvania University of Brasov**
Transilvania University of Brasov (Romania)

EDUCATION AND TRAINING

09/1991–04/1995 **PhD in Economics – Marketing area**
Academy of Economic Studies, Faculty of Commerce, Bucharest (Romania)

09/1985–09/1989 **Economist, Commerce area**
Academy of Economic Studies, Faculty of Commerce, Bucharest (Romania)

PERSONAL SKILLS

Mother tongue(s) Romanian

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
German	C1	C2	C1	C1	C1
French	C1	B2	A2	A2	A2
English	C1	C1	A2	A2	A2

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

Communication skills

- Manager BRA TAM
- Marketing Director Multi Consulting Group

Organisational / managerial skills

- Dean of Faculty of Economic Sciences and Business Administration, Transilvania University of Brasov, since 2008
- Member CNATDCU – *Marketing Committee*, for granting the titles of associate professor and professor (2005 – 2010).
- Co-organizer of ICBE – *International Conference on Business Excellence*, Proceedings ISI, organized with ASE Bucharest (2006 – 2015)
- Co-organizer of ISEG - *Inclusive and sustainable economic growth. Challenges, measures and solutions*, conference organized with Romanian Academy, The Institute of Economic Forecast (2014 – present)
- Senior Editor – *BUT, Seria V – Economic Sciences, journal indexed BDI by CNCSIS* (2008 – present)
- Editor in Chief of "*Convorbiri economice*", edited by The Club of Brasov Economists (1999 – 2010)
- Member of the Ethics Committee for Social and Human Research of the *Transilvania University of Braşov* (2015 - present)
- Member of the Council of University PhD Studies of *Transilvania University of Braşov* (2016-2020).

Job-related skills

- High level of knowledge of quality control processes

Digital skills

SELF-ASSESSMENT

Information processing	Communication	Content creation	Safety	Problem solving
Enter level	Enter level	Enter level	Enter level	Enter level

Levels: Basic user - Independent user - Proficient user
[Digital competences - Self-assessment grid](#)

Replace with name of ICT- certificates

Replace with your other computer skills. Specify in what context they were acquired. Example:

- good command of office suite (word processor, spread sheet, presentation software)
- good command of photo editing software gained as an amateur photographer

Other skills

- **AFER** member: Association of Economics Faculties from Romania.
- **SSMAR** member: Society of Management from Romania
- **SBE** member: Society for Business Excellence
- **CEB** member: Club of Brasov Economists

ADDITIONAL INFORMATION

ANNEXES

LIST OF RELEVANT PUBLICATIONS /RESEARCH (selection)

1. Books

1. Boitor B, **Brătucu G.**: **Marketing strategies and policies for software products**, Editura Universității Transilvania, Braşov, ISBN - 978-606-19-0405-1, 2014, Np. 240
2. Tălpău A., **Brătucu G.**, **Marketing policies and strategies used in the online environment**, Editura Universității Transilvania, ISBN: 978-606-19-0406-820, 2014, Np. 236
3. **Brătucu G.** (coordinator): **Braşov County – Tourism destination profile**, Editura Universității Transilvania, ISBN: 978-606-19-0551-5, 2015, Np. 231
4. **Brătucu G.** (coordinator): **European System of Tourism Indicators (ETIS) for sustainable development of tourism destination Brasov county**, Editura Universității Transilvania, ISBN: 978-606-0550-8, 2015

2. Articles in journals

1. **Brătucu G.**, Madar A., Neacşu N.A., Boşcor D., Băltescu C.: "High school vocational counseling role in leveraging students' professional inclinations", *Journal Amfiteatru Economic*, no.37/2014, pg. 802-814, ISSN Print: 1582-9146, ISSN Online: 2247-9104, **ISI Journal, Impact Factor: 0.838, Relative Influence Score: 0.107**
2. Trifan A., Madar A., **Brătucu G.**: Optimization model for an assortment structure of textile confections, *Revista Industria textilă*, volum 6/2015, p. 365-369, **ISI Journal, Impact factor: 0.570**
3. **Brătucu G.**, Madar A., Neacşu N.A., Boşcor D., Băltescu C.: "Road Safety Education in the Context of the Sustainable Development of Society: The Romanian Case", *Journal Sustainability – Basel*, Volume 8, Issue 3, p. 278-290, **ISI Journal, Impact factor: 0.942**
4. **Brătucu G.**, Dincă Gh., Dincă M.S., Zamfirache (Palade) A.: „Opportunity of constructing a cargo terminal – Case study Brasov International Airport, Romania, *Transylvanian Review of Administrative Sciences*”, Cluj-Napoca, No. 50 E/2017, pp. 38-53, **ISI Journal, Impact factor: 0.456**
5. **Brătucu, G.**, Palade (Zamfirache), A., Madar, A., Neacşu, N.A., Boşcor, D. and 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, **ISI Journal, Factor de impact: 0,581.**
6. **Brătucu, G.**, Epuran Gh., Gârdan D.A., Bumbaş F., Zamfirache, A., Gârdan, I.P., Oprea (Stănilă) Mădălina Adina: "The evolution of textile and clothing industry in Romania: an analysis from the perspective of imports and exports determinants", *Industria Textilă*, 68(2), pp. 147-155, **ISI Journal, Factor de impact: 0,570.**
7. **Brătucu, G.** Băltescu, C.A., Neacşu, N.A., Boşcor, D., Țierean, O.M., and Madar, A.: " Approaching the sustainable development practices in mountain tourism in the Romanian Carpathians", *Journal Sustainability – Basel*, Volume 9, **ISI Journal, Impact Factor: 1,789, SRI 0,707, AIS 0,330**
8. Epuran, Gh., **Brătucu, G.**, Bărbulescu, O., Neacşu, A.N., Madar, A.: "Food safety and sustainability – an exploratory approach at the level of the Romanian wine production companies", *Journal Amfiteatru Economic*, no.47/2018, pg. 104-121, ISSN Print: 1582-9146, ISSN Online: 2247-9104, **ISI Journal, Impact Factor: 0.838, Relative Influence Score: 0.107**
9. Tomás-Miquel, J.V., **Brătucu, G.**, Expósito-Langa, M. Bărbulescu, O.: "The Relevance of Collaborative Networks in Emerging Clusters. The Case of Muntenia-Oltenia Regions in Romania", *Journal Sustainability – Basel*, Volume 10, **ISI Journal, Impact Factor: 2,072, SRI 0,707, AIS 0,322**
10. Tomás-Miquel, J.V., Expósito-Langa, M., **Brătucu, G.**, Bărbulescu, O.: "Embeddedness in cluster knowledge networks, the moderating role of network competence. The case study of the Romanian wine cluster of Muntenia-Oltenia", *Romanian Journal of Economic Forecasting* volumul: Volume 21 (4) 2018, **ISI Journal, Impact Factor: 0,362, AIS 0,025**
11. **Brătucu, G.**, Constantin, C., Chiţu, I., Grădinaru, E., Dovleac, L.: "Approaching the Bioeconomy in Terms of Increasing the

Energy Efficiency of Households in Romania”, Amfiteatru economic, vol. 21, nr 50, **ISI Journal, Impact Factor: 0,664, AIS 0,062**

12. Tecău, A., **Brătucu, G.** Tescașiu, B., Chițu, I., Constantin, C.P., Foris, D.: “Responsible Tourism-Integrating Families with Disabled Children in Tourist Destinations”, *Journal Sustainability* – Basel, Volume 11, 2019, **ISI Journal, Impact Factor: 2,592, SRI 0,707, AIS 0,332**
13. Tomás-Miquel, j.V. Langa, M.E., **Brătucu, G.**, Bărbulescu, O.: “Studiu privind efectele rețelelor interorganizaționale asupra inovării din industria textilă. Cazul unui cluster din Valencia, Spania”, *Industria Textilă*, nr. 3/2019, pp. 265-271, **ISI Journal, Factor de impact: 0,570.**
14. **Brătucu, G.**, Trifan, A., Dovleac, L., Chițu, I.B., Todor, R.D., Brătucu, R., : “Procurement of electric vehicles - a step towards green consumption. Empirical research among romanian students”, *Journal Sustainability* – Basel, Volume 11, noiembrie 2019, **ISI Journal, Impact Factor: 2,592, SRI 0,707, AIS 0,332.**
15. **Brătucu, G.**, Lixândriou, R., C., Constantin, C., P., Tecău, A., S., Chițu, I., B., Trifan, A.,: “Entrepreneurial university – catalyst for regional sustainable development”, *Journal Sustainability* – Basel, Volume 12 Issue 10, 2020, **ISI Journal, Impact Factor: 2,592, SRI 0,707, AIS 0,332.**

3. Grants and research contracts

Program/Project	Position	Period
1. Entrepreneurship and Supply chain management	Project Manager	2009-2011
2. Project “Destination Intelligent Management for Sustainable Tourism” (DIMAST) – Project financed by UEFISCDI	Project Manager	2014-2017
3. Project Rose - ACADEMIC SUPPORT FOR QUALITY, COMPETITIVITY AND STUDENT EQUITY (SUCCES) - Project financed by MEN and International Bank for Reconstruction and Development	Project Manager	2017-2020
4. Project: Experimental development of augmented reality tools for online social networks and the study of their impact on users” (AR Media) - Contract nr 86/PCCDI/2018	Project Manager	2018-2020
5. “Empiric modelling and experimental development of tools associated with emergent technologies of online social networks area” inside PNCDI III - Program 1 Complex Projects– 2017 - Contract nr 86/PCCDI/2018	Project Member	2018-2020

4. Patents

Candrea A., **Brătucu G.**: Patent abstract - Educational game on mountain topics, <http://apps.whoofknowledge.com>, 2013.

Prof. dr. Gabriel Brătucu