

## Curriculum vitae

### Personal information

**First name/Name** Gheorghe Epuran  
**Email** epuran.gheorghe@unitbv.ro

**Academic career** University Assistant, University Lecturer,  
Associate Professor, Professor

**Employer** Transylvania University of Brasov  
**Current position** Professor

**Courses** Advanced Marketing, Bussines  
Communications, E-Marketing and Social  
Media Mix, Marketing strategies in tourism

**Research projects in progress** PN-III P1-1.2-FPRD-2017-0800  
Empirical modeling and experimental  
development of tools associated with emerging  
technologies in the field of online social  
networks - 86PCCDI / 2018  
Position in the project: institutional coordinator

**Books** Bussiness Communication, International  
Marketing, Cybermarketing

**Scientific articles in WOS journals** 10 articles published in WOS journals during  
2015-2020.  
<https://scholar.google.com/citations?user=yXd-HUYAAAAJ&hl=en>

**Other academic activities** PhD supervisor; Coordinator of the doctoral  
school in Marketing.  
**Reviewer** Amfiteatru Economic - Open Acces Journal,  
(ISSN Print: 1582-9146, ISSN Online: 2247–  
9104=, FI = 1.625; H index = 21; AIS = 0.056;  
FI-5 years = 1.036, Quartile = Q2  
Sustainability - Open Access Journal (ISSN  
2071-1050; CODEN: SUSTDE),  
Journal of Open Innovation: Technology,  
Market, and Complexity — Open Access  
Journal

**International academic experience (invited prof., teaching staff mobility in Erasmus, scientific collaboration)** Ecole des HEC, Montreal, Quebec, Canada;  
Universite de Poitiers, France; Laurea  
University, Helsinki, Finland; Peradenya  
University, Sri Lanka.

## Appendix

### Papers published in the last five years (short selection)

1. **Gheorghe Epuran**, Lavinia Dovleac, Ioana-Simona Ivasciuc, Bianca Tescaşiu:, 2015. Sustainability and Organic Growth Marketing: an Exploratory Approach on Valorisation of Durable Development Principles in Tourism, *Amfiteatru Economic*, 17(40), pp. 927-937, ISSN:1582-9146, **ISI Journal, Impact Factor: 0.838, Relative Influence Score: 0.107**
2. **Gheorghe Epuran**, Bianca Tescaşiu, Raluca Dania Todor, Karin-Andreea Sasu, Nicoleta Cristache, 2017. Responsible consumption - a source of competitive advantages and a solution for the protection of touristsş *AMFITEATRU ECONOMIC*, Vol. 19, nr. 45 pp:290-306, ISSN:1582-9146, **ISI Journal, Impact Factor: 0.838, Relative Influence Score: 0.107**
3. **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. 151-167, ISSN Print: 1582-9146, ISSN Online: 2247–9104, **ISI Journal, Impact Factor: 0.838, Relative Influence Score: 0.107**
4. Bianca Tescaşiu, **Gheorghe Epuran**, Alina Simona Tecău, Ioana Bianca Chiţu, Janez Meking, 2018. Innovative Forms of Economy and Sustainable Urban Development—Sharing Tourism revista: Sustainability, volumul: 10(11) pagini:1-18 ISSN: 2071-1050, **ISI Journal, Impact Factor: 2,072, SRI 0,707, AIS 0,333**
5. Elena-Nicoleta Untaru, Ana Ispas, Adina Nicoleta Candrea, Marcela Luca, **Gheorghe Epuran**, 2016. Predictors of individuals' intention to conserve water in a lodging context: the application of an extended Theory of Reasoned Action. Volume: 59 pagini:50-59 ISSN:0278-4319, **ISI Journal, Impact factor 3.445, AIS 0.609, Q1**

### Projects won through competition in the last 5 years

PNCDI III PROJECT - Program 1 Complex Projects carried out in RDI consortia - 2017:  
*Empirical modeling and experimental development of tools associated with emerging technologies in the field of online social networks*  
Financing contract no. 86 / PCCDI / 2018, total value 1,2 million euro  
Position in the project: Coordinator partner Transilvania University, senior researcher