

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 Tescașiu, 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 Tescașiu, Raluca Dania Todor, Karin-Andreea Sasu, Nicoleta Cristache, 2017. Responsible consumption - a source of competitive advantages and a solution for the protection of tourists 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., Neacșu, 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 Tescașiu, **Gheorghe Epuran**, Alina Simona Tecău, Ioana Bianca Chițu, 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