

## CURRICULUM VITAE

1. Surname: BRĂTUCU

2. Name: GABRIEL

3. Address: University Street, No 1, Building A, Room A III 2

4. Citizenship: Romanian, e-mail: gabriel.bratucu@unitbv.ro

### 5. Studies:

Higher education/PhD

<b>Institution</b>	Academy of Economic Studies Bucharest, Faculty of Commerce
<b>Date: from/to</b>	September 1991 – April 1995
<b>Certificates</b>	PhD in Economics – socio-political marketing
<b>Institution</b>	Faculty of Commerce
<b>Date: from/to</b>	September 1985 – September 1989
<b>Certificates</b>	Economist, marketing

### 6. Other qualifications

a. **Documentary visit at University of Tours** – France, May-June 1991;

b. **Grundlagen des Auslandsgeschäfts, Export – Akademie, Baden – Wurttemberg**, December 1993 – February 1994 – graduation certificate;

c. **individual study scholarship, TEMPUS, at University of Trier – Germany** (6 weeks), October – November 1994;

d. **individual study scholarship, TEMPUS, University of “Bocconi” Milano – Italy** (4 weeks) – May 1997;

e. **study visit, TEMPUS IB – JEP 13478/98 Program, at “I.I.A.P.” Paris** – certificate from **Didier Maus, Manager of the International Institute of Public Administration (Paris)**, June 26-30, 2000.

### 7. Scientific title

PROFESSOR, PhD, PhD supervisor- MARKETING field

### 8. Teaching experience

Position	Preparator	Assistent	Lecturer	Associate Prof.	Professor
Period	1990-1992	1992-1995	1995-1999	1999-2002	2002-present
Institution	Transilvania University of Brasov, Faculty of Economic Sciences	Transilvania University of Brasov, Faculty of Economic Sciences	Transilvania University of Brasov, Faculty of Economic Sciences	Transilvania University of Brasov, Faculty of Economic Sciences	Transilvania University of Brasov, Faculty of Economic Sciences and Business Administration
Place	Braşov	Braşov	Braşov	Braşov	Braşov

## 9. Present position

Transilvania University of Brasov, Faculty of Economic Sciences and Business Administration, professor - **DEAN**

## 10. Experience in present position

33 years

## 11. Foreign languages

Understanding		Speaking		Writing
Listening	Reading	Conversation	Speech	Writing
<b>German</b>	C (1)	C (2)	C (1)	B (2)
<b>English</b>	B (2)	C (1)	B (2)	A (2)

(\*) Level of Common European Reference Frame for Foreign Language

## 12. Publications (selection)

### 12.1. Books

1. **Brătucu G.: Marketing electoral**, 2, Aula Braşov, ISBN. 973 – 98423 –0 –5, 1998, Np. 192,
2. Patriche D., Ispas A., **Brătucu G.: Marketing turistic**, Infomarket Braşov, ISBN 973-98957-1-9, 1999, Np. 320,
3. **Brătucu G., Ispas A., Chiţu I.: Introducere în marketingul social**, Infomarket Braşov, ISBN 973-98957-0-0, 1999, Np. 224,
4. **Brătucu G., Ispas A., Chiţu I.: Marketingul serviciilor publice**, Infomarket Braşov, ISBN 973-98957-2-7, 1999, Np. 256,
5. Dima D., Foriş T., **Brătucu G.: Manual de formare managerial în turism, Vol I**, Psihomedica Sibiu, 2001, ISBN 973-85158-6-6, ISBN 973-85158-7-4, Np. 562
6. Dima D., Foriş T., **Brătucu G.: Manual de formare managerial în turism, Vol II**, Psihomedica Sibiu, 2001, ISBN 973-85158-6-6, ISBN 973-85158-8-2, Np. 546,
7. **Brătucu G., Dima D.: Marketingul pe înţelesul tuturor**, Psihomedica Sibiu, 2002, ISBN 973-85645-6-5, Np. 604,
8. Lefter C., **Brătucu G., Bălăşescu M., Chiţu I., Tecău A., Răuţă C.: Marketing, Vol. I**, Ed. 2, Editura Universităţii Transilvania Braşov, ISBN 978-973-635-681-0, 2006, Np. 812,
9. Lefter C., **Brătucu G., Bălăşescu M., Chiţu I., Tecău A., Răuţă C.: Marketing, Vol. II**, Ed. 2, Editura Universităţii Transilvania Braşov, ISBN 973-635-681-7, 2006, Np. 812,
10. Boşcor D., **Brătucu G.: Marketing internaţional**, Editura Universităţii Transilvania Braşov, ISBN 978-973-598-398-7, 2008, Np. 194,
11. **Brătucu G., Boşcor D.: Marketing. Curs postuniversitar de masterat**, Infomarket, ISBN 978-973-1747-03-3, 2008, Np. 180,
12. **Brătucu G., Ţierean M.O.: Marketing general**, Editura Universităţii Transilvania, Braşov, ISBN 978-973-598-925-5, 2011, Np. 248,
13. **Brătucu G., Enache I.C., Pralea A.: Marketing social-politic**, Editura Universităţii Transilvania, Braşov, ISBN 978-606-19-0238-5, 2013, Np. 352
14. Boitor B, **Brătucu G.: Strategii şi politici de marketing utilizate în domeniul produselor software**, Editura Universităţii Transilvania, Braşov, ISBN - 978-606-19-0405-1, 2014, Np. 240

15. Tălpău A., **Brătucu G., Politici și Strategii de Marketing utilizate în Mediul Online**, Editura Universității Transilvania, ISBN: 978-606-19-0406-820, 2014, Np. 236
16. **Brătucu G.** (coord.): **Județul Brașov – Profilul destinației turistice, monografie**, Editura Universității Transilvania, ISBN: 978-606-19-0551-5, 2015, Np. 231
17. **Brătucu G.** (coord.): **Sistemul European de indicatori pentru turism (ETIS) aplicabil în vederea dezvoltării durabile a destinației turistice județul Brașov**, Editura Universității Transilvania, ISBN: 978-606-0550-8, 2015
18. Coman E., **Brătucu G: Marketingul carierei. O paradigmă a marketingului contemporan**, Editura C.H. Beck, București, ISBN: 978-606-18-1011-6, 2020, Np. 244
19. Nichifor E., **Brătucu G.: Marketingul digital – o soluție pentru dezvoltarea ecosistemului antreprenorial din România**, Editura Universitară, București, ISBN 978-606-28-1538-7, 2022, Np. 282.

## 12.2. Articles in journals (selection)

1. **Brătucu G.**, Brătucu T.O.: Metode calitative utilizate în cercetarea pieței, Revista de Management și Marketing, Vol. 1, Nr. 1, 2006. p. 64-70
2. **Brătucu G.**, Brătucu T.O, Foris T., Vișan I.: Market Research on "Opinions and Attitudes of the Adult population of Brasov concerning the Essential Community Issues", Business Excellence, Vol. 1, Nr. 1, 2006, p. 84-90
3. **Brătucu G.**, Foriș T., Doval E.: Global communication of non-profit organizations, microCAD 2006 International Scientific Conference, Vol. 1, Nr. 1, 2006, p. 120-130
4. **Brătucu G.**, Brătucu T.O., Foris T., Vișan I.: Cercetări de piață privind problemele comunității din orașul Brașov, Revista de Management și Marketing, Vol. 1, Nr. 4, 2006, p. 14-20
5. **Brătucu G.**, Chirteș H.: Elective offer and the politician in electoral marketing, Review of Management and Economical Engineering, Vol. 6, Nr. 5, 2007, p. 113-119
6. **Brătucu G.**, Brătucu T.O.: Analiza sistemului de factori care influențează comportamentul consumatorului individual, Revista de Management și Marketing, Vol. 1, Nr. 6, 2007, p. 11-26
7. **Brătucu G.**, Ujupan S.O.: Drug Abuse - a Multilateral and Complex Phenomenon that is Threatening the Security and Health of the European Society, Revista de Management și Inginerie Economică, Vol. 7, Nr. 5, 2008, p. 107-107
8. **Brătucu G.**, Boșcor D.: Attitudes and opinions of the inhabitants of Brașov on local media, Revista de Management și Inginerie Economică, Vol. 7, Nr. 4, 2008, p. 63-70
9. **Brătucu G.**, Țierean O.M.: What is Public Choice?, Buletinul Universității Transilvania din Brașov, Vol. 1, Nr. 1, 2008, p. 64-70
10. Boșcor D., **Brătucu G.**: Strategii transnaționale adoptate de producătorii de mobile, PROLigno-Scientific Journal in the field of wood engineering, Vol. 5, Nr. 3, 2009, p. 55-61
11. **Brătucu G.**, Țierean O.M.: The evolution of the concept of bureaucracy, Buletinul Universității Transilvania din Brașov, Vol. 2, Nr. 5, 2009, p. 94-100
12. **Brătucu G.**, Boșcor D.: Base-of-the-pyramid global strategy, Buletinul Universității Transilvania din Brașov, Vol. 1, Nr. 3, 2010, p. 11-17
13. **Brătucu G.**, Candrea A.: Integrated quality management of tourist destinations in protected areas, the case of Piatra Craiului national park, Analele Universității Ștefan cel Mare Suceava, Vol. 1, Nr. 10, 2010, p. 101-109
14. **Brătucu G.**, Boșcor D., Vișan I. : Identifying Information Needs and Career Counseling for Admission to Training Programs for Employees from the Wood Processing Industry, PROLigno-Scientific Journal in the field of wood engineering, Vol. 7, Nr. 3, 2011, p. 49-53
15. Boitor A., B., **Brătucu G.** : Competition analysis on the operating system market using principal component analysis, Buletinul Universității Transilvania din Brașov, Vol. 1, Nr. 1, 2011, p. 15-22

16. **Brătucu G.**, Boscor D. : The labor market in Romania to the year 2020, Buletinul Universității Transilvania din Brașov, Vol. 1, Nr. 1, 2011, p. 85-92
17. Boitor B., **Brătucu G.** : Competition analysis on the operating system market using principal component analysis, Bulletin of The Transilvania University of Brașov, Vol. 4 (53), Nr. 1, Series V: Economic Sciences, 2011
18. Boitor B., **Brătucu G.**, Boșcor D., Tălpău A. : Impact of new online ways of advertising, Bulletin of The Transilvania University of Brașov, Vol. 4 (53), Nr. 2, Series V: Economic Sciences, 2011
19. Herțanu, A., **Boitor B.**, Brătucu G. : Marketing research on event tourism. Case study: European Youth Olympic Festival, Brașov 2013, Revista română de marketing, Nr. 2, 2013
20. Palade A., **Brătucu G.**, Palade A., Opreș M. : Analysis of the higher education system in Romania, Revista Română de Marketing, Nr. 1/2014, p. 2-15
21. Demeter T., **Brătucu G.**, Demeter T., Opreș M. : Youth travel market dynamics in Romania, Revista Română de Marketing, Nr. 4/2013, p. 40-57
22. Palade A., **Brătucu G.**, Demeter T., Opreș M. : Analysis of the automotive industry in Romania, Revista Română de Marketing, Nr. 3/2014, p. 8-15
23. Demeter T., **Brătucu G.** : Typologies of youth tourism, BUT, seria V, Nr. 1, 2014, p. 112-122
24. Palade A., **Brătucu G.**, Opreș M. : Factors that influence the number of students enrolled in the higher education system in Romania, BUT, seria V, Nr. 1, 2014, p. 209-216
25. **Brătucu G.**, Dincă M.S., Dincă Gh.: Awareness research concerning the existence and implications of the Avrîg – Scorei – Făgăraș protected area, BUT, seria V, Nr. 2, 2014, p. 17-24
26. Palade A., **Brătucu G.**, Demeter T., Opreș M.: Analysis of the evolution of unemployment in Romania, BUT, seria V, Nr. 2, 2014, p. 235-242
27. Opreș M., **Brătucu G.**, Palade A.: Distribution policies and strategies for sustainable textile products, BUT, seria V, Nr. 1, 2015, p. 65-70
28. Demeter T., **Brătucu G.**, Palade A.: Dynamics of the youth travel market on a global level, BUT, seria V, Nr. 1, 2015, p. 95-106
29. Grădinaru E., Bucs L., **Brătucu G.**: The influence of macroeconomic indicators on the emission of greenhouse gases. Treatment of outliers Case study – România, BUT, seria V, Nr. 1, 2015, p. 233-248
30. Bucs L., Grădinaru E., **Brătucu G.**: Local basic food producer facing the challenge of working with multinational supermarket chains, BUT, seria V, Nr. 2, 2015, p. 35-42
31. **Brătucu G.**, Chitu I. B., Demeter T., Adapting the European tourism indicators system to Brașov – tourist destination, BUT, seria V, Nr. 2, 2015, p. 157-162
32. **Brătucu G.**, Madar A., Neacșu N.A., Boșcor 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**
33. 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**
34. **Brătucu G.**, Madar A., Neacșu N.A., Boșcor 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**
35. **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**
36. **Brătucu, G.**, Palade (Zamfirache), A., Madar, A., Neacșu, N.A., Boșcor, 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.**
37. **Brătucu, G.**, Epuran Gh., Gârdan D.A., Bumbaș F., Zamfirache, A., Gârdan, I.P., Opreș (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.**
38. **Brătucu, G.** Băltescu, C.A., Neacșu, N.A., Boșcor, 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**
39. 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”, *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**
40. 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**
41. 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**
42. **Brătucu, G.** Constantin, C., Chițu, I., Grădinaru, E., Dovleac, L.: “Approaching the Bioeconomy in Terms of Increasing the Energy Efficiency of Households in Romania”, *Amfiteatru economic*, volumul 21, nr 50, **ISI Journal, Impact Factor: 0,664, AIS 0,062**
43. 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**
44. 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.**
45. **Brătucu, G.**, Trifan, A., Dovleac, L., Chițu, I.B., Todor, R.D., Brătucu, R. : “Acquisition of electric vehicles - a step towards green consumption. Empirical research among romanian students”, *Journal Sustainability* – Basel, Volume 11, 2019, **ISI Journal, Impact Factor: 2,592, SRI 0,707, AIS 0,332**
46. **Brătucu, G.**, Lixândroi, 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.**
47. Tecău, A.S., Constantin, C.P. Lixândroi, R.C., Chițu, I.B., **Brătucu, G.**: “Impact of the COVID-19 Crisis on heavy work investment in Romania”, *Amfiteatru economic*, nr. 14,p. 1049-1067, 2020, **ISI Journal, Impact Factor 1,625, AIS 0,056.**
48. **Brătucu, G.**, Tudor, A.I.M, Dovleac, L., Sumedrea, S., Chițu, I., B., Trifan, A.: “The Impact of New Technologies on Individuals’ Health Perceptions in the European Union”, *Journal Sustainability* – Basel, Volume 12 Issue 14, 2020, **ISI Journal, Impact Factor: 2,592, SRI 0,707, AIS 0,332**
49. Todor, R.D., **Brătucu, G.**, Moga, M.A., , Candrea, A.N., Marceanu, L.G., Anastasiu, C.V. : “Challenges in the Prevention of Cervical Cancer in Romania”, *International Journal of Environmental Research and Public Health*– Basel, 18 1721, 2021, **ISI Journal, Impact Factor: 2,849, SRI 1,232, AIS 0,660.**
50. Nichifor, E., Lixândroi, R.C., Chițu, I.B., **Brătucu, G.**, Trifan, A.: “How does mobile page speed shape in-between touchpoints in the customer journey? A research regarding the most trusted retailers in Romania”, *Journal of Theoretical and Applied Electronic Commerce Research*, **Special Issue "Enhancing Consumer Experience through Mobile Commerce: Challenges and Opportunities"**, Volume 5, 2021, **Factor de Impact: 3,049, SRI: 0,385, AIS: 0,244**
51. Suci (Vodă) A.D., Tudor, A.I.M, Chițu, I., B, Dovleac, L., **Brătucu, G.**: “IoT Technologies as instruments for SMEs”

Innovation and Sustainable Growth”, *Journal Sustainability* – Basel, Volume 13, 2021, **ISI Journal, Impact Factor: 2,592, SRI 0,707, AIS 0,332**

52. Nichifor, E., Lixăndroiu, R.C., Sumedrea, S., Chițu, I.B., **Brătucu, G.**: “How Can SMEs Become More Sustainable? Modelling Free Shipping and Customer Journey’s Touchpoints Optimisations”, *Journal Sustainability* – Basel, Volume 13, 2021, **ISI Journal, Impact Factor: 2,592, SRI 0,707, AIS 0,332**
53. Nichifor, E., Lixăndroiu, R.C., Chițu, I.B., **Brătucu, G.**, Sumedrea, S., Maican, C.I., Tecău, A.S.: “Eye Tracking and A/B Split Test for Social Media Marketing Optimisation: The Connection between User Profile and AdCreative”, *Journal of Theoretical and Applied Electronic Commerce Research*, Volum 6 5, 2021, **Factor de Impact: 3,049, SRI: 0,385, AIS: 0,244**
54. **Brătucu, G.** Nichifor, E., Sumedrea, S., Chițu, I., Lixăndroiu, R.C.: “Avoiding Digital Divide In European Union Through European Green Deal”, *Journal Amfiteatru economic*, volumul 24, nr. 59, 2022, **ISI Journal, Impact Factor: 1,983, AIS 0,169**
55. **Brătucu G.**, Tudor A.I.M., Litră A.V., Nichifor, E., Chițu I.B., Brătucu T.O.- Designing the Well-Being of Romanians by Achieving Mental Health with Digital Methods and Public Health Promotion., *International Journal of Environmental Research and Public Health* 2022 19 (13) , **Impact Factor JCR 2021 – 4,614, AIS: 0,866; SRI: 1,383**,
56. Vuță, D. R., Nichifor, E., Chițu, I. B., **Brătucu, G.**: “Digital Transformation-Top Priority in Difficult Times: The Case Study of Romanian Micro-Enterprises and SMEs”, *Journal Sustainability*, vol. 14, Issue 17, 2022, **Impact Factor JCR 2021 – 3,889, AIS: 0,515; SRI:0,823**
57. Tudor A.I.M, Nichifor, E., Litră, A.V., Chițu, I.B., Brătucu, T.O., **Brătucu, G.** “Challenges in the Adoption of eHealth and mHealth for Adult Mental Health Management-Evidence from Romania”, *International Journal of Environmental Research and Public Health* 2022 19 (17) , **Impact Factor JCR 2021 – 4,614, AIS: 0,866; SRI: 1,383**,
58. Nichifor, E., Lixăndroiu, R.C., Maican, I.C., Sumedrea, S., Chițu, I.B., Tecău, A.S., **Brătucu, G.**: “Unlocking the Entrepreneurial State of Mind for Digital Decade: SMEs and Digital Marketing”, *Journal Electronics*, Vol. 11, Issue 15, 2022, **Impact Factor: 2,690, AIS: 0,350, SRI: 0,758**
59. Vuță, D.R., Nichifor, E., Țierean, O.M., Zamfirache, A., Chițu, I.B., Foris, T., **Brătucu, G.**: “Extending the Frontiers of Electronic Commerce Knowledge through Cybersecurity”, *Journal Electronics*, Vol. 11, Issue 15, 2022, **Impact Factor: 2,690, AIS: 0,350, SRI: 0,758**
60. Purcaru, I.M., Urdea, A.M., Constantin, C.P., **Brătucu, G.**: “Building Long-Term Business Sustainability: The Influence of Experiential Marketing on Sales Representatives’ Loyalty to Multi-Level Marketing Systems”, *Journal Sustainability*, vol. 14, Issue 15, 2022, **Impact Factor JCR 2021 – 3,889, AIS: 0,515; SRI:0,823**
61. Sumedrea, S, Maican, I.C., Chițu, I.B., Nichifor, E., Lixăndroiu, R.C, Tecău, A.S., **Brătucu, G.**: “Sustainable Digital Communication in Higher Education-A Checklist for Page Loading Speed Optimisation”, *Journal Sustainability*, vol. 14, Issue 16, 2022, **Impact Factor JCR 2021 – 3,889, AIS: 0,515; SRI:0,823**
62. Vodă, A. S., **Brătucu, G.** Tudor, A.I.M., Brătucu, R., Chițu, I.B., Dovleac, L., Tecău, A.S., Trifan, A.: „ Can Central and Eastern European countries lead on digitalization? Using Digi-Index to analyse technological progress and potential”, *Journal Acta Oeconomica*, 72 (2022) 4, **Impact Factor JCR 2021 – 0,939, AIS: 0,133; SRI:0,179**
63. Dovleac, L., Chițu, I.B., Nichifor, E. **Brătucu, G.**: “Shaping the Inclusivity in the New Society by Enchancing the Digitainability of Sustainable Development Goals with Education”, *Journal Sustainability*, vol. 15, Issue 16, 2023, **Impact Factor JCR 2021 – 3,889, AIS: 0,515; SRI:0,823.**
64. Chițu, I.B., Tescașiu, A.S., Constantin, C.P., Tescașiu, B., Brătucu, T.O., **Brătucu, G.**, Purcaru, M.I. : “Exploring the Opportunity to use Virtual Reality for the Education of Children with Disabilities”, *Journal Children*, vol. 9, 2023, **Impact Factor JCR 2021 – 2825, AIS: 0,768; SRI:1,143**
65. Nichifor, E., **Brătucu, G.**, Chițu, I.B., Țierean, O.M., Litră, A.V., Zamfirache, A., Vuță, D.R.: „Getting users out of the loop: Key factors to surpass the messy middle point”, *Electronic Commerce Research and Applications*, vol. 59, 2023, **Impact Factor JCR 2021 – 5,622, AIS: 1,04; SRI:1,738.**
66. Pricope Vancă, A. P., Băltescu, C.A, **Brătucu, G.** , Tecău, A.S., Chițu, I.B., Duguleană, L. : “Examining the disruptive

potential of Generation Z tourists on the travel industry in the digital age”, Journal Sustainability,” vol. 15, Issue 17, 2023, **Impact Factor JCR 2021 – 3,889, AIS: 0,515; SRI:0,823.**

67. Lupşa-Tătaru, A. D., Nechifor, E., Dovleac L., Chiţu, I.B., Todor, R.D, **Brătucu, G.:** „Buy Now Pay Later – a Fad or a Reality? A Perspective on Electronic Commerce” “ Journal Economies, Issue 11, 2023, **Impact Factor JCR 2022 – 2,6.**
68. Maican, C.I, Sumedrea, S., Tecău, A., Nichifor, E., Chiţu, I.B., Lixăndroiu, R.C., **Brătucu, G.:** „Factors Influencing the Behavioural Intention to Use AI-Generated Images in Business”, Journal of Organizational and End User Computing, Volume 35, Issue 1, 2023, , **Impact Factor JCR 2022 – 6,50.**
69. Litră, A.V., Nichifor, E., Chiţu, I.B., Zamfirache, A, **Brătucu, G.:** „ The Dilemma of the European Integration Principle - Ensuring the Energy Independence of the European Union”, Journal Sustainability,” vol. 15, , 2023, **Impact Factor JCR 2022 – 3,90, AIS: 0,515; SRI:0,823.**
70. Nichifor, E., **Brătucu, G** , Chiţu, I.B., Lupşa-Tătaru, D.A, Chişinău, E.M., Todor, R.D., Albu, R.G. şi Bălăşescu, S.: “ Utilizing Artificial Intelligence to Turn Reviews into Business Enhancements through Sentiment Analysis”, Journal Electronics,” vol. 12, , 2023, **Impact Factor JCR 2022 – 2,90, AIS: 0,401; SRI:0,851.**
71. Szakal, A.C., **Brătucu, G.** Ciobanu, E., Chiţu, I.B., Mocanua, A.A. şi Ialomiţianu G. „Exploring Influencing Marketing-Consumer Insights and Creators Perspectives”, Journal Sustainability, vol. 16 (5), , 2024, **Impact Factor JCR 2022 – 3,90, AIS: 0,515; SRI:0,823.**
72. Mocanu, A.A., **Brătucu, G.** Ciobanu, E., Chiţu, I.B. şi Szakal, A.C. „Can the Circular Economy Unlock Sustainable Business Growth? Insights from Qualitative Research in Romania”, Journal Sustainability, vol. 16 (6) , 2024, **Impact Factor JCR 2022 – 3,90, AIS: 0,515; SRI:0,823.**

### 12.3. Publications in conference volumes (selection)

1. **Brătucu G.,** Foriş T., Doval E.: Critical analysis of the Romanian truck industry, MicroCAD 2006 International Scientific Conference, Vol. 1, Nr.1, **Miskolc, Ungaria,** 2006, p. 54-60
2. **Brătucu G.,** Foriş T., Doval E.: Quantitative market research with the subject “The local mass media consumption and Brasov citizens’ attitude towards consumption, MicroCAD 2006 International Scientific Conference, Vol. 1, **Miskolc, Ungaria,** 2006, p. 22-30
3. Brătucu T.O., **Brătucu G.:** Presses Internationales Polytechnique, Pro-Active Partnership in Creativity for the Next Generation, Editura Presses Internationales Polytechnique **Quebec, Canada,** ISBN 978-2-553-014112-3, 2007, p. 259-262
4. **Brătucu G.,** Boşcor D., Brătucu T. O.: The Television Market From Brasov, Proceedings of the 4th International Conference on Business Excellence, Vol. 1, Nr. 1, 2009, p. 56-60
5. **Brătucu G.,** Boşcor D., Brătucu T. O., Vişan I.: The image of car insurance companies among car shop representatives, International Conference on Business Excellence, Vol. 1, 2010, p. 83-88
6. **Brătucu G.,** Boşcor D., Boitor B.A., Tălpău A.: Insertion of young people on the romanian labor market, International Conference on Business Excellence, Vol. 1, 2011, p. 80-83
7. Vieraşu T., **Brătucu G.:** Polls and manipulation, International Conference on Business Excellence, Vol. 2, 2011, p. 269-272
8. Băltescu C., **Brătucu G.,** Madar A., Neacsu A., Boşcor D.: The Trend of the World Hotels to Restrain the Budget Field Romanians Situation, **ICESH, Croaţia,** 2012
9. **Brătucu G.,** Boitor B.: Comparison between the Software Vendors from Cambridge and Brasov regarding online marketing Strategies, International Conference on Business Excellence, Braşov, 2012
10. Băltescu C., **Brătucu G.:** Madar A., Neacsu A., Boşcor D.: Opinions, behaviors and attitudes of consumers from Brasov regarding the quality of coffee, International Conference on Business Excellence, Braşov, 2012
11. Boitor A.B., **Brătucu, G.:** Differences between software retailers from Cambridge and Braşov regarding online marketing strategies în: The International Journal of Management Science and Information Technology, NAISIT Publishers, **Toronto, Canada,** Iss. 9-(Sep), 2013

12. Boitor A.B., Herțanu A., **Brătucu G.**: Software consumer behavior and its complexity în cadrul conferinței: International Conference on Business Excellence, 17–19 octombrie, 2013, Brașov
13. **Brătucu G.**, Demeter T.: Modern Heating Systems – Populations View and Perspectives, MBD, București, 2013
14. Băltescu C., **Brătucu G.**, Boșcor D.: Brasov – a tourist destination for the organization oh international events, IECS, Sibiu, 2013
15. Iunius R., Cismaru L., **Brătucu G.**: The real contribution of a DSS system developed for the sustainability oriented tourists to the sustainable development of hospitality industry within Euroregions, ESPN, **Băl i, Moldova**, 2014
16. **Brătucu G.**, Cismaru L.: The sustainable development of the Euroregions as tourist macro destinations, through an informatics decision support system based on the European Tourism Indicators Systemm for sustainable destinations launched by the EU Commision in 2013, ESPN, **Băl i, Moldova**, 2014
17. Madar A., Neacsu A., Băltescu C., **Brătucu G.**: Quality of Hotel Services. Case Study: ARO Palace Hotel, WSEAS, Brașov, 2014
18. **Brătucu G.**, Cismaru L.: Developing a Business Intelligence Planning Tool for Managing Ecotourism Destinations based on Indicators existing at EU Level, **SGEM, Bulgaria**, 2015
19. Cismaru L., **Brătucu G.**: European Benchmarking Tools for Sustainable Destinations, **SGEM, Bulgaria**, 2015

#### 12.4. Grants and research contracts (selection)

Program/Project	Position	Period
1. Platform Laboratory of statistical analysis and forecasting of socio-economic phenomenons and marketing research – ASPEKT – UEFISCDI project	Training Responsible	2007-2009
2. IT for the development of managerial and entrepreneurial skills	Member	2009-2011
3. Entrepreneurship and Supply chain management	Project manager	2009-2011
4. Project “Destination Intelligent Management for Sustainable Tourism” (DIMAST) – UEFISCDI project	Project manager	2014-2017
5. Project Apel Rose - SUPTOR UNIVERSITAR PENTRU CALITATE, COMPETITIVITATE ȘI ECHITATE STUDENȚEASCĂ –SUCCESE (Academic support for students quality, competitiveness and equity)	Project manager	2017-2020
6. Project – Experimental development of instruments from augmented reality area in online social networks and the study of their impact on users (AR Media) - Contract no. 86/PCCDI/2018	Project manager	2018-2020
7. Empirical modelling of instruments associated with emergent technologies of online social networks from PNCDI III - Program 1 Complex projects – 2017 - Contract no. 86/PCCDI/2018	Team member	2018-2020

#### 12.5. Patents

Candrea A., **Brătucu G.**: **Published patent abstract: Educational game on mountain topics**, <http://apps.webofknowledge.com>, 2013.

#### 13. Member in professional and scientific associations

**AFER**: Romanian Association of Economics Faculties

**SSMAR**: Romanian Management Society

F06-PS7.2-01/ed.3,rev.1



**SBE:** Society for Business Excellence

**CEB:** Brasov Economists Club

#### **14. Other competencies**

**Coordinator - *Master of research Marketing policies and strategies***

#### **15. Other mentions**

CNATDCU member – *Marketing Committee*, for granting the titles of professor and associate professor, 2005 - 2010

Co-organizer of ICBE – *International Conference on Business Excellence*, international conference with ISI Proceedings organised with ASE Bucharest, 2006 - present

Co-organizer of ISEG – *Inclusive and sustainable economic growth. Challenges, measures and solutions*, organised with Romanian Academy, Institute of Economic Forecasting, 2014 - present

Senior Editor – *BUT, Series V – Economic Sciences*, 2008 - present

Editor in Chief of "*Convorbiri economice*" journal, published by Brasov Economists Club, 1999 - 2010

Member of the Ethics Committee for socio-human research of Transilvania University of Brasov, 2015 - present

#### **16. Awards**

#### **17. Managerial experience**

Dean of Faculty of Economic Sciences and Business Administration, March 2008 – 2012, 2012 - present

Head of the Department of Economic Sciences and Business Administration, October 2011- April 2012

Member of Transilvania University of Brasov Senat: 2000-2004, 2004-2008, 2008-2012, 2016 - present

Member of the Academic Council of Transilvania University of Brasov: 2008-2012

Member of the Administration Council of Transilvania University of Brasov: 2012-2016, 2016-2020, 2020-present

Braşov,  
17.04.2024

Prof. dr. Brătucu Gabriel