

Universitatea *Transilvania* din Brașov
 Facultatea de Științe Economice și Administrarea Afacerilor
 Departamentul Marketing, Turism-Servicii și Afaceri Internaționale

Poz. Postului: 8
Disciplinele

postului:

Marketing turistic,
 Metode de cercetare a pieței turistice,
 Politici și strategii de marketing în turism,
 Cercetări cantitative de marketing,
 Activitate de practică și/sau cercetare științifică

FIȘA DE VERIFICARE A ÎNDEPLINIRII STANDARDELOR UNIVERSITĂȚII Conferențiar universitar, poziția 8

publicat în Monitorul Oficial al României nr. 454 din data de 21 decembrie 2012

Candidat: CONSTANTIN CRISTINEL PETRIȘOR Data nașterii: 30.01.1968
 Funcția actuală LECTOR UNIV. Instituția: UNIVERSITATEA TRANSILVANIA DIN BRAȘOV

1. Studii universitare (licență și masterat)

Nr. crt.	Instituția de învățământ superior și facultatea	Domeniul	Perioada	Titlul acordat
1.	Universitatea <i>Transilvania</i> din Brașov Facultatea de Științe Economice	Marketing	1996-2000	Economist
2.	Universitatea <i>Transilvania</i> din Brașov Facultatea de Științe Economice	Marketing	2000-2001	Diplomă de studii aprofundate

2. Studii de doctorat

Nr. crt.	Instituția organizatoare de doctorat	Domeniul	Perioada	Titlul științific acordat
1.	Academia de Studii Economice București	ECONOMIE	2002-2007	Doctor în economie

3. Studii și burse postdoctorale (stagii de cel puțin 6 luni)

Nr. crt.	Instituția	Domeniul/ Specializarea	Perioada	Tipul de bursă

4. Realizările profesional-științifice

Calitatea activităților didactice/ profesionale	Din Fișa de evaluare și din Propunerea de dezvoltare a carierei universitare
Lucrări publicate în reviste de specialitate recunoscute național internațional	1. Constantin, C. - The Necessity of Marketing Strategies in Higher Education Institutions , în Journal of Applied Economic Sciences, vol 7, nr. 4(22), 2012. ISSN 1843-6110 (REPEC, SCOPUS, EBSCO) 2. Constantin, C. - Coordinates of Postal Services Market in Romania – în MANAGEMENT &

- MARKETING Journal, vol. 10, nr. 2/2012, Ed. Universitaria, Craiova – Romania, ISSN 1841-2416. (REPEC, DOAJ, EBSCO)
3. Candrea, A. N., Ispas, A., Constantin, C. - **Residents' perception towards urban sport events. The case of EYOWF 2013 - Brasov, Romania** în Revista Economică, Supplement nr. 3, 2012. ISSN 1582 – 6260 (REPEC, DOAJ)
 4. Candrea, A. N., Constantin, C., Ispas, A. - **Tourism market heterogeneity in Romanian urban destinations, The case of Brasov**, în Tourism and Hospitality Management, vol. 18, nr. 1/2012. ISSN 1330 – 7533 (EBSCO, EconLit, Cabells)
 5. Constantin, C. - **A comparison between multivariate and bivariate analysis used in marketing research**, în Bulletin of the Transilvania University of Brasov - Series V: Economic Sciences, vol. 5 (54), nr. 1/2012. ISSN 2065-2194 (EBSCO, DOAJ).
 6. Grădinaru, E., Boiciuc, G., Constantin, C. - **Developing students' entrepreneurial spirit**, în Bulletin of the Transilvania University of Brasov - Series V: Economic Sciences, vol. 5 (54), nr. 2/2012. ISSN 2065-2194 (EBSCO, DOAJ).
 7. Palade, A., Constantin, C. - **The necessity of counseling and vocational orientation in students' career management**, în Bulletin of the Transilvania University of Brasov - Series V: Economic Sciences, vol. 5 (54), nr. 2/2012. ISSN 2065-2194 (EBSCO, DOAJ).
 8. Constantin, C. - **Graduates' perceptions regarding their competences after the 1st cycle of study**, în Bulletin of the Transilvania University of Brasov - Series V: Economic Sciences, vol. 4 (53), nr. 1/2011. ISSN 2065-2194 (EBSCO, DOAJ).
 9. Constantin, C. - **The need of relationship marketing in higher education**, în Bulletin of the Transilvania University of Brasov - Series V: Economic Sciences, vol. 4 (53), nr. 2/2011. ISSN 2065-2194 (EBSCO, DOAJ).
 10. Marinescu, N., Constantin, C. - **The Link Between Exports and Inward Foreign Direct Investment: The Case of Romania**, în Studia Universitatis Babes-Bolyai series NEGOTIA, vol.55, nr. 2, 2010, ISSN: 1224-8738, (EBSCO, ProQuest).

	<p>11. Constantin, C. - The role of relationship marketing on insurance market during crisis periods, în MANAGEMENT & MARKETING Journal, vol.7, nr. 1/2009, Ed. Universitaria, Craiova – Romania, ISSN 1841-2416. (REPEC, DOAJ, EBSCO).</p> <p>12. Lefter, C., Constantin, C. - Economic and social disparities of Romania in regional and county profile, în MANAGEMENT & MARKETING Journal, București, vol. 4, nr. 1 (13), 2009, ISSN 1842-0206, (EBSCO, REPEC, DOAJ).</p> <p>13. Constantin, C. - Multi-level marketing - a tool of relationship marketing, în Bulletin of the Transilvania University of Brasov - Series V: Economic Sciences, vol. 2 (51), 2009. ISSN 2065-2194 (EBSCO, DOAJ).</p> <p>14. Lefter, C. Constantin, C. - The analysis of service sector influence on the economic development inside the European Union, în Review of Management and Economical Engineering, Special issue, vol. 7, nr. 5/2008, ISSN 1583–624X, (EBSCO, ProQuest)</p> <p>15. Constantin, C. - Some results raised from a research regarding the call centres competencies in solving customer problems, în Review of Management and Economical Engineering, Special issue, vol. 6, nr. 5/2007, ISSN 1583–624X, (EBSCO, ProQuest)</p>
<p>Lucrări prezentate la conferințe naționale/ internaționale în profilul postului</p>	<p>1. Constantin, C., Candrea, A.N., Ispas, A. - Tourist Cards – Key Instruments for an Integrated Marketing of Urban Tourism Destinations. The Case of Brasov, Romania. Proceedings of the 22nd International RESER Conference 2012, ASE București. ISBN 978-606-505-565-0.</p> <p>2. Constantin, C., Ispas, A., Candrea, A.N.- The Effects of Destination Image and Customer Satisfaction on Destination Loyalty in the City of Brasov, Romania Proceedings of the 22nd International RESER Conference 2012, ASE București. ISBN 978-606-505-565-0.</p> <p>3. Candrea, A.N., Ispas, A., Constantin, C., Herțanu, A. - Residents’ Attitudes Toward Tourism Development in Brasov, Romania. Proceedings of the 21th Biennial International Congress "Tourism & Hospitality Industry 2012", Opatija – Croația. ISSN 1848–4573.</p> <p>4. Constantin, C., Candrea, A.N., Ispas, A., Ispas, E. - Relationship marketing for a sustainable</p>

	<p>tourism development in protected areas. The case of Piatra Craiului National Park, Romania. Proceedings of the 6th International Conference on Business Excellence - ICBE 2011, Brasov, România. (ISI Proceedings). ISBN 978-973-598-940-8</p> <p>5. Candrea, A. N., Constantin, C., Ispas, A. - Assessing the role of practices related to accommodation sustainability and eco-certification in visitor purchasing behavior. The case of Brasov, Romania. Proceedings of the 7th International Conference "Management of Technological Changes – MTC 2011", Alexandroupolis- Grecia. (ISI Proceedings). ISBN 978-960-99486-3-0.</p> <p>6. Constantin, C., Anton, C. Implications of relationship marketing on the financial accounting services providers. Proceedings of the 12th WSEAS International Conference on Mathematics and computers in business and economy – MCBE 2011. (ISI Proceedings). ISBN 978-960-474-293-6.</p> <p>7. Constantin, C., Ispas, A., Candrea, A.N., Gliga, I. - Evaluating the image of Brasov as a tourism destination. Proceedings of the 5th International Conference on Business Excellence - ICBE 2010, Brasov, România. (ISI Proceedings). ISBN 978-973-1747-23-1.</p> <p>8. Constantin, C. - The need of strategic marketing in higher education. Proceedings of the 3rd edition of International Conference Management 2010 -"Knowledge and management in times of crisis and ensuing development", Presov – Slovakia. ISBN 978-80-555-0257-1.</p> <p>9. Ispas, A., Constantin, C., Candrea, A. N. - Identifying the image of tourist destinations. The case of Brasov and Poiana Brasov, Romania. Proceedings of the 20th Biennial International Congress "Tourism & Hospitality Industry 2010", Opatija –Croatia. ISBN 978-953-6198-78-8.</p> <p>10. Ispas, A., Constantin, C., Candrea, A. N. - Evaluating customer satisfaction with Brasov accommodation services. Proceedings of the 20th Biennial International Congress "Tourism & Hospitality Industry 2010", Opatija –Croatia.</p>
--	---

ISBN 978-953-6198-78-8.

11. Constantin C.- **Relationship marketing – a powerful tool of the quality management system.** Proceedings of the 6th International Conference “Management of Technological Changes – MTC 2009”, Alexandroupolis- Grecia. (ISI Proceedings) ISBN 978-960-89832-6-7.
12. Ispas, A., Constantin, C., Chițu, I.B, Tecău, A.S. - **Continuing learning in tourism field- labour market requirements”, ICBE 2009.** Proceedings of the 4th International Conference on Business Excellence - ICBE 2009, Brasov, România. (ISI Proceedings). ISBN 978-973-1747-11-8
13. Constantin, C. - **The importance of relationship marketing for the business service providers. Case of Romania.** Proceedings of the 3rd annual South East doctoral students conference “Infusing research and knowledge in South-East Europe” 2008. ISBN 978-960-89629-7-2.
14. Lefter, C., Constantin, C. - **Some results of a research regarding the regional development in Romania.** Proceedings of the 8th biennial International Symposium - SIMPEC 2008, Brasov, România. ISSN 1844-9905.
15. Lefter, C., Constantin, C. - **Economic and social disparities between Romanian regions from the perspective of the integration in European Union.** Proceedings of the International Conference Present and future challenges of the common EU policies - Jean Monnet Chair Action 2008, Brasov, România. ISBN 978-973-598-253-9.
16. Constantin, C. - **Challenges of distance learning in marketing.** Proceedings of the 6th international conference “Challenges in Higher Education and Research in the 21-st Century”, 2008, Sozopol-Bulgaria. ISBN 978-954-580-247-8.
17. Constantin, C. - **The role of customer relationship management in the marketing of business services.** Proceedings of the 5th international conference “Challenges in Higher Education and Research in the 21-st Century”, 2007, Sozopol-Bulgaria. ISBN 978-954-580-227-0
18. Constantin, C. - **Services improvement on business-to-business market.** Proceedings of the 1st International Conference on Business Excellence - ICBE 2006, Brasov, România. (ISI

	<p>Proceedings). ISBN 978-973-594-847-4</p> <p>19. Constantin, C. - Attitudes and behaviours of Romanian industrial companies regarding service outsourcing. Proceedings of the 7th biennial International Symposium - SIMPEC 2006, Brasov, România. ISBN 978-973-8204-84-3</p> <p>20. Constantin, C. - Business services in Romania vs. in European Union countries Proceedings of the “2006 International Conference of Commerce”, ASE București. ISBN 978-973-594-785-9</p> <p>21. Constantin, C. - Services outsourcing as a result of voluntary standards subscription. Proceedings of the “2006 International Conference of Commerce”, ASE București. ISBN 978-973-594-785-9</p> <p>22. Constantin, C. - Management information systems used in business sector. Proceedings of the international conference “25 Years of Higher Economic Education in Brașov”, 2005, Brașov - România. ISBN 973-8204-71-2</p>
Volum(e) de specialitate publicat(e) în edituri recunoscute național	<p>1. Constantin, C., Tecău, A. – Introducere în cercetarea de marketing. Editura Universitară, București, 2013. 193 pagini ISBN 978-606-591-618-0.</p> <p>2. Constantin, C. - Analiza datelor de marketing. Editura C.H.Beck, București, 2012. ISBN 978-606-18-0125-1, 242 pagini. ISBN 978-606-18-0125-1</p> <p>3. Patriche, D. (coordonator). - Dicționar de management comercial. Editura Universitară, București 2009, ISBN 978-973-749-591-4, 623 pagini. Ki = 31/570</p> <p>4. Constantin, C. – Sisteme informatice de marketing. Editura Infomarket, Brașov, 2006. 271 pagini ISBN 978-973-8204-89-8.</p>

Decan,
Prof. univ. dr. Gabriel Brătucu

Candidat,
Lector univ. dr. Cristinel CONSTANTIN