

LECTOR UNIV.DR. BĂLTESCU CODRUȚA-ADINA

FIȘA DE VERIFICARE A ÎNDEPLINIRII STANDARDELOR MINIMALE NAȚIONALE PENTRU OCUPAREA POSTULUI DE CONFERENȚIAR, POZIȚIA 13, (cf. MO 662/24.11.2014)

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

Disciplinele postului: Planificarea și organizarea turismului de evenimente; Tehnologie hotelieră și de restaurant; Politici și strategii de marketing în turism; Marketing relațional în turism.

Criteriu	Punctaj
A 1 Activitate didactică și profesională	
A 1.1 Carti și capitole/studii în cărți de specialitate sau volume colective	
A 1.1.1 Carte de specialitate	
1.1.1.2. Naționale	15,28
1. Băltescu, C.A., 2010. <i>Strategii de marketing în turismul montan românesc</i> . Editura Universității Transilvania din Brașov, Brașov, ISBN 978-973-598-829-6, 295 p.	8
2. Băltescu, C.A., Neacșu, N.A., 2012. <i>Turismul de evenimente – management și marketing</i> . Editura Universității Transilvania din Brașov, Brașov, ISBN 978-606-19-0136-4, 166 p.	7,28
A 1.1.2 Studiu/capitol într-o carte de specialitate sau volum colectiv	1,93
1. Ispas, A., Bălășescu, M., Untaru, E.N., Băltescu, C.A., 2009. <i>Comerț, Turism, Servicii - Teste grilă pentru examenul de licență</i> . Editura Universității "Transilvania" din Brașov, Brașov, ISBN 978-973-598-504-2, 143 p.	1,22
2. Patriche, D., Bob, C., A., (ed.), 2000. <i>Comerț și dezvoltare</i> . Editura Europa Nova, București, ISBN 973-9183-89-11. Autorul capitolului 31, 352 p.	0,17
3. Camarda, A.L., (coordonator), Albu, R.G., Băltescu, C.A., Chițu, I.B., Crețu, R.C., Damian, A.R., Ferteș, C.S., Foriș, D., Maican, C., Maican, M.A., Măzărel, A., 2012. <i>Manualul tehnicianului în hotelărie</i> . Editura Lux Libris, Brașov, ISBN 978-973-131-152-4. 654 p.	0,54
TOTAL CRITERIU A1	17,21
A 2 Activitate de cercetare	
A2.1. Articole care prezintă contribuții științifice originale, în extenso, publicate ca autor sau coautor în reviste cotate ISI sau BDI	104,91
A 2.1.1. Articol care prezintă contribuții științifice originale, în extenso, publicat într-o revistă cotată ISI cu factor de impact mai mare ca 0	1,6
Brătucu, G., Madar, A., Neacșu, N.A., Boșcor, D., Băltescu, C.A., 2014. High School Vocational Counseling Role in Leveraging Students' Professional Inclinations. <i>Amfiteatru Economic</i> . 16(37), pp. 1014-1025, ISI Web of Knowledge, Thomson Reuters 2014 Journal Citation Reports: Impact Factor: 0.838, 5-Y Impact Factor: 0.687, Relative Influence Scor: 0.107, ISSN: 1582 – 9146.	1,6

A 2.1.2 Articol care prezintă contribuții științifice originale, in extenso, publicat într-o revistă indexată de cel puțin 2 din bazele de date internaționale recunoscute	62,2
1. Băltescu, C.A. , 2009. Challenges and Opportunities Facing Brand Management in the Lodging Industry. <i>Bulletin of the Transilvania University of Braşov</i> , 2(51), Series V:Economic Sciences, pp. 67-74, ISSN 2065-2208, EBSCO, DOAJ.	6
2. Băltescu, C.A. , 2009. The Influence In Romanian Hospitality Industry Of Small Medium-Sized Firms And Their Specific Means To Improve Performance, <i>Analele Universității din Oradea, Științe Economice</i> , XVIII (IV), pp. 575-579, ISSN-1582-5450. REPEC, EBSCO, DOAJ, CABELLS, SCOPUS.	6
3. Băltescu, C.A. , 2010. Poiana Braşov Resort Positioning on the Romanian Mountain Tourism Market. <i>Annals of the University of Petroşani, Economics</i> , X(II), pp. 23-30, ISSN 1582-5949. REPEC, DOAJ, EBSCO, CABELLS.	6
4. Stăncioiu, A.F., Teodorescu, N., Pârgaru, I., Vlădoi, A.D., Băltescu, C.A. , 2011. The Image of the Tourism Destination – a Supporting Element in the Development of the Regional Tourism Brand. Study Case: Muntenia. <i>Theoretical and Applied Economics</i> , 2(555), pp. 139-152, ISSN 1844 - 0029. EconLit, REPEC, EBSCO, DOAJ.	1,2
5. Stăncioiu, A.F., Teodorescu, N., Pârgaru, I., Vlădoi, A.D., Băltescu, C.A. , 2011. Tourism Heritage - An Important Dimension for Assessing/Shaping a City's Image. Study Case: Bucharest. <i>Theoretical and Applied Economics</i> , 4(557), pp. 159-170, ISSN 1844-0029. EconLit, REPEC, EBSCO, DOAJ.	1,2
6. Stăncioiu, A.F., Băltescu, C.A. , Vlădoi, A.D., Pârgaru, I., Nicula, V., 2011. Transylvania - Romanian Tourism Micro-destination. <i>Theoretical and Applied Economics</i> , 5(558), pp. 147-158, ISSN 1844-0029. EconLit, REPEC, EBSCO, DOAJ.	1,2
7. Stăncioiu, A.F., Teodorescu, N., Vlădoi, A.D., Băltescu, C.A. , Stoian, M., 2011. Banat-Crişana as Micro-destination – Elements of Tourism, Image and Tourism Identity. <i>Theoretical and Applied Economics</i> , 9 (562), pp. 17-26, ISSN: 1844-0029. EconLit, REPEC, EBSCO, DOAJ.	1,2
8. Băltescu, C.A. , 2011. Destination marketing organizations (DMO) established in mountain tourism resorts and regions – a solution for mountain tourism development. <i>Bulletin of the Transilvania University of Braşov</i> , Series V, 4(53), No. 2, pp. 155-160, ISSN 2065-2208, EBSCO, DOAJ.	6
9. Stăncioiu, A.F., Băltescu, C.A. , Vlădoi, A.D., Pârgaru, I., 2011. Reflections on tourism marketing coordinates and development in Romania. <i>Bulletin of the Transilvania University of Braşov</i> , Series V, 4(53), No.2, pp. 171-178, ISSN 2065-2208., EBSCO, DOAJ.	1,5
10. Boşcor, D., Neacşu, N.A., Băltescu, C.A. , 2012. Mineral waters consumption in the Romanian market : Perceptions among the segment of young population from Braşov. <i>Revista Economică</i> , Facultatea de Științe Economice, Universitatea Lucian Blaga, Sibiu, Supplement No.3/2012, pp.17-21, ISSN: 1582-6260. REPEC, EBSCO, DOAJ.	2
11. Neacşu, N.A., Băltescu, C.A. , Boşcor, D., Ion – Dumitrescu, A., Madar, A., 2012. Comparative analysis between the manager contract and the administrator contract in the activity of hotel services from Romania. <i>Bulletin of the Transilvania University of Braşov</i> , 5(54), No.2, Series V: Economic Sciences, pp. 129-134, ISSN 2065-2208. EBSCO, DOAJ.	1,2
12. Madar, A., Neacşu, N.A., Băltescu, C.A. , Boşcor, D., Brătucu, G., 2012. Quality Strategies Implemented Within The Tourism Agency Perfect Tour. <i>Bulletin of the Transilvania University of Braşov</i> , 5(54), No.2, Series V: Economic Sciences, pp. 121-128, ISSN 2065-2208, EBSCO, DOAJ.	1,2

13. Neacșu, N.A., Boșcor, D., Băltescu, C.A. , Madar, A., 2012. Manipulating consumers through advertising. <i>Annals of the "Constantin Brâncuși" University of Târgu Jiu</i> , Economy Series, 4(I), pp.187-190, "Academica Brâncuși" Publisher, ISSN: 1844-7007. CABELLS, EBSCO, REPEC, DOAJ.	1,5
14. Madar, A., Boșcor, D., Băltescu, C.A. , Neacșu, N.A., 2012. Wooden Versus Plastic Toys. <i>Annals of the "Constantin Brâncuși" University of Târgu Jiu</i> , Economy Series, 4(II), pp.162-166, "Academica Brâncuși" Publisher, ISSN: 1844-7007. CABELLS, EBSCO, REPEC, DOAJ.	1,5
15. Stăncioiu, A.F., Băltescu, C.A. , Botoș, A., Pârgaru, I., 2013. Conceptual aspects regarding balneotherapy tourism marketing in Romania. <i>Theoretical and Applied Economics</i> , 2 (579), pp. 145-158, ISSN: 1844-0029. EconLit, REPEC, EBSCO, DOAJ.	1,5
16. Boșcor, D., Brătucu, G., Băltescu, C.A. , 2013. Drivers of the International Expansion of Emerging- Market Multinationals. <i>Bulletin of the Transilvania University of Brașov</i> , 6(55), No.1, Series V Economic Sciences, pp. 9-14, ISSN: 2065-2208, EBSCO, DOAJ.	2
17. Băltescu, C.A. , Boșcor, D., 2013. An investigation of the dining-out behavior of Romanian young people. <i>Annals of the "Constantin Brâncuși" University of Târgu Jiu</i> , Economy Series, 6, pp. 50-54, "Academica Brâncuși" Publisher, ISSN: 1844-7007. CABELLS, EBSCO, REPEC, DOAJ.	3
18. Băltescu, C.A. , Boșcor, D., 2013. Customers' opinions regarding eating-out in national type restaurants. <i>Ovidius University Annals, Economic Sciences Series</i> , XIII(2), pp.370-374, ISSN 1582-9383. CABELLS, EBSCO, REPEC, DOAJ.	3
19. Băltescu, C.A. , Boșcor, D., 2013. An analysis of the cultural tourism development in Romania. <i>Bulletin of the Transilvania University of Brașov</i> , 6(55), No.2, Series V Economic Sciences, pp. 115-120, ISSN: 2065-2208, EBSCO, DOAJ.	3
20. Băltescu, C.A. , Boșcor, D., 2013. The web page – marketing communication mean in the accommodation units' activity. <i>Management & Marketing. Challenges for the Knowledge Society</i> , 8, Special Issue, pp. 45-52, ISSN 1842-0206. CABELLS, EBSCO, REPEC, DOAJ, SCOPUS.	3
21. Boșcor, D., Băltescu, C.A. , 2013. The consumption of fast-food products – a constant eating habit of young people from all over the world. <i>Management & Marketing. Challenges for the Knowledge Society</i> , 8, Special Issue, pp. 87-96, ISSN 1842-0206. CABELLS, EBSCO, REPEC, DOAJ, SCOPUS.	3
22. Boșcor, D., Băltescu, C.A. , 2014. Romania's Competitive Advantages in the Global Outsourcing Market. <i>Bulletin of the Transilvania University of Brașov</i> , 7(56), No.1, Series V :Economic Sciences, pp. 149-154, ISSN: 2065-2208, EBSCO, DOAJ.	3
23. Băltescu, C.A. , Boșcor, D., 2014. The Assessment of Hotel Services in Poiana Brașov Resort. <i>Bulletin of the Transilvania University of Brașov</i> , 7(56), No.2, Series V: Economic Sciences, pp. 65-70, ISSN: 2065-2208, EBSCO, DOAJ.	3
A 2.1.3 Articole / studii publicate în volumele conferințelor indexate ISI Proceedings sau internaționale desfășurate în țară sau străinătate (cu ISSN sau ISBN)	41,11
1. Băltescu, C.A. , 2006. Fidelization of the customer in the hotel industry. <i>The Proceedings of the 6th Biennial International Economic Symposium, SIMPEC</i> , Transilvania University of Brasov, Faculty of Economic Sciences, May, 20-21, Infomarket Publishing House, Vol.II, pp.37-43, ISBN (10) 973-8204-84-4; ISBN (13) 978-973-8204-84-3.	4
2. Băltescu, C.A. , 2006. Green Hotels. <i>The 2006 International Conference On Commerce</i> , Faculty of Commerce, Academy of Economic Studies, Bucharest, 27 th - 29 th March 2006, ISBN-10 973-594-785-4; ISBN-13 978-973-594-785-9.	4

3. Băltescu, C.A., 2007. Expansion of integrated chains in Romania. <i>International Conference on Economic Integration, Competition and Globalization, Jean Monnet Chair</i> , Braşov, Romania, 8 June 2007, pp. 71-76, ISBN 978-973-8204-94-2.	4
4. Băltescu, C.A., 2007. Measuring customer satisfaction in the hotel industry. <i>The 2007 International Conference on Tourism</i> , Bucharest, Romania, 22-24 November 2007, pp. 48-55, ISBN 978-973-594-991-4.	4
5. Băltescu, C.A., 2009. On the demand for Mountain Tourism in Romania. <i>Proceedings on the seventh international Conference on Challenges in Higher Education and Research in the 21st Century</i> , June 2-5, 2009, Sozopol, Bulgaria, ISBN 978-954-580-268-3.	4
6. Camarda, A., Pleşea D., Băltescu, C.A., 2010. Prevision Model of the Regional Development of Tourism in Barsei Plan. <i>Proceeding of the 3rd WSEAS International Conference on CULTURAL HERITAGE and TOURISM (CUHT '10)</i> , Corfu, Greece, July 22-25, ISSN: 1792-4308, pp. 45-50, ISBN: 978-960-474-205-9.	1,33
7. Băltescu, C.A., 2010. The Specificity Of Customer Loyalty Strategies Used In The Tourism And Hospitality Industry. <i>Proceedings of the 5th International Conference on Business Excellence</i> , 15-16 October 2010, Braşov, România, Vol. 1, pp. 48-51, ISBN 978-973-1747-22-4, ISBN 978-973-1747-23-1 (Vol. 1).	4
8. Băltescu, C.A., Stăncioiu, A.F., Niculescu, I., 2010. Recreational skiing – a development perspective for the romanian mountain tourism. <i>3rd ANNUAL INTERNATIONAL CONFERENCE: PHYSICAL EDUCATION, SPORT AND HEALTH</i> , 19th-20th of November 2010, Piteşti, Romania, Scientific Report Series Physical Education and Sport, Nr. 14(1/2010), University of Piteşti, Faculty of Physical Education and Sport, pp.363-367, ISSN: 1453-1194.	1,33
9. Băltescu, C.A., Stoian, M., Mihart (Kailani), C., 2011. The Influence Exerted by the Leisure Services over the Development process of a Mountain Tourism Resort. <i>Proceedings of the 6th International Conference on Business Excellence</i> , 14-15 October 2011, Braşov, Romania, pp. 44-47, ISBN: 978-973-598-939-2, Vol. 1: ISBN 978-973-598-940-8.	1,33
10. Stăncioiu, A.F., Teodorescu, N., Vlădoi, A.D., Băltescu, C.A., Pârgaru, I., 2011. Essential Tools Towards an Effective Promotion Tool of a Tourism Destination. <i>Proceedings of the 6th International Conference on Business Excellence</i> , 14-15 October 2011, Braşov, Romania, pp.192-195, pp.192-195, ISBN: 978-973-598-939-2, Vol. 2: ISBN 978-973-598-941-5.	0,8
11. Puiu, C., Sîrbu, M., Băltescu, C.A., 2011. Internet Marketing Target the Young Generation. <i>1th WSEAS International Conference "TOURISM AND ECONOMY DEVELOPMENT (TED '11), IAASAT Conference: ENVIRONMENT, ECONOMICS, ENERGY, DEVICES, SYSTEMS, COMMUNICATIONS, COMPUTERS, MATHEMATICS</i> , University of Craiova, Drobeta Turnu Severin Center, Romania, October 27-29, 2011, ISBN 978-1-61804-045-9.	1,33
12. Băltescu, C.A., Stăncioiu, A.F., Pârgaru, I., 2011. The importance of adventure tourism within the evolution of mountain destinations. <i>4th Annual International Conference Physical Education, Sport and Health</i> , 18-19 November 2011, Piteşti, Romania, Scientific Report Series Physical Education And Sport Nr 15(1/2011), Part II, pp: 509-513, ISSN: 1453-1194.	1,33
13. Neacşu, N.A., Băltescu, C.A., Boşcor, D., Madar, A., 2012. Quality strategy effects on event tourism planning within a hotel. Case study "House of Dracula" Hotel & Restaurant. <i>21th Biennial International Congress: TOURISM & HOSPITALITY</i>	1

<i>INDUSTRY 2012: New Trends in Tourism and Hospitality Management</i> , organized by the Faculty of Tourism and Hospitality Management in Opatija, University of Rijeka, 3-5 may 2012, ISSN 1848-4573.	
14. Băltescu, C.A. , Brătucu, G., Boşcor, D., Madar, A., Neacşu, N.A., 2012. Applying Relationship Marketing in a Travel Agency. <i>Challenges in Higher Education & Research</i> , organized by the Technical University of Sofia, June 5-8, 2012, Sozopol, Bulgaria, Vol. 10, pp. 236-238, ISBN 978-954-580-318-5.	0,8
15. Neacşu, N.A., Boşcor, D., Brătucu, G., Madar, A., Băltescu, C.A. , 2012. Quality Strategies used in the Hotel Industry. Case Study: Comparative Analysis between the Hotel Chain Coralia and the Hotel Chain Rixos. <i>Challenges in Higher Education & Research</i> , organized by the Technical University of Sofia, June 5-8, 2012, Sozopol, Bulgaria, Vol. 10, pp.229-231, ISBN 978-954-580-318-5.	0,8
16. Băltescu, C.A. , Boşcor, D., Brătucu, G., Madar, A., Neacşu, N.A. (2012) "The trend of the world hotels to restrain the budget field. Romania's situation", <i>The International Conference Entrepreneurship in Hospitality Industry, 2nd edition</i> , Cluj-Napoca, 11-12 October 2012, ISBN 978-973-53-0890-2.	0,8
17. Băltescu, C.A. , Boşcor, D., Madar, A., Neacşu, N.A., 2012. The assessments of tourists arrived in Poiana Braşov resort regarding the satisfaction of tourist services consumption. <i>Proceedings of the 7th International Conference on Business Excellence, Business Excellence Challenges During the Economic Crisis</i> , 12-13 October 2012, Braşov, Romania, Vol. 1, Editura Universităţii Transilvania din Braşov, Braşov, pp. 44-47, ISBN 978-606-19-00102-9, Vol. 1. – 2012, ISBN 978-606-10-0103-6.	1
18. Neacşu, N.A., Boşcor, D., Brătucu, G., Madar, A., Băltescu, C.A. , 2012. Opinions, behaviors and attitudes of consumers from Braşov regarding the quality of coffee. <i>Proceedings of the 7th International Conference on Business Excellence, Business Excellence Challenges During the Economic Crisis</i> , 12-13 October 2012, Braşov, Romania, Editura Universităţii Transilvania din Braşov, Braşov, pp. 30-34, ISBN 978-606-19-00102-9, Vol. 1. – 2012, ISBN 978-606-10-0104-6.	0,8
19. Băltescu, C.A. , Stăncioiu, A.F., Părgaru, I. Botoş, A., 2012. Consumer opinions regarding the improvements of ski areas in the mountain-based touristic resort Poiana Braşov. <i>Proceedings of the 5th Annual International Conference: Physical Education, Sport and Health</i> , Piteşti, 22nd. – 23rd of November 2012, Romania, Scientific Report Physical Education and Sport, Vol 16 (1/2012), pp. 217-222, ISSN: 1453-1194.	1
20. Băltescu, C.A. , Boşcor, D., Brătucu, G., 2013. Braşov – a tourist destination for the organization of international events. <i>IECS 2013</i> , 17-18 Mai 2013, Sibiu, http://iecs.ulbsibiu.ro/programme/IECS_2013_final_program.pdf , pp. 510-516, ISSN 2344 – 1682.	1,33
21. Neacşu, N.A., Boşcor, D., Madar, A., D., Băltescu, C.A. , Brătucu, G., 2013. The Quality of Banking Services from Romania. Case Study: Raiffeisen Bank. <i>2nd International Conference on Finance, Accounting and Auditing (FAA '13)</i> , Braşov 1-3 June, 2013, http://www.wseas.org/main/books/2013/Brasov/FARI.pdf , pp. 57-60, ISBN: 978-1-61804-192-0.	0,8
22. Țierean, O.M., Băltescu, C.A. , Boşcor, D., 2014. Braşov – a tourism destination for the segment of young tourists. <i>International Conference on Business Excellence, ICBE 2014</i> , 9-11 October, Bucharest, Romania.	1,33
A 2.3 Granturi/proiecte castigate prin competitie	15
A 2.3.2.2 Membru in echipa contracte nationale	15
1. ASPECKT: Platforma/Laborator de Analize Statistice şi Previziune a fenomenelor	5

Economico-sociale și Cercetări de Marketing (Universitatea Transilvania din Brașov); Aprobata prin O.M.Ed.C. 5066/6.09.2006, Cod CNC SIS 76/2006.	
2. Siner: Modelul sistemului informațional național pentru caracterizarea Noii Economii în România (ASE București-coordonator), Programul Cercetare de Excelență (CEEX), Modulul III; Tip:P-CD; Număr contract 2-CEX06-8-65/26.07.06.	5
3. DIMAST: „Management Inteligent al Destinației pentru un Turism Durabil”, PN-II-PT-PCCA-2013-4-0245 (director de proiect prof. dr. Gabriel Brătucu).	5
TOTAL CRITERIU A2	119,91
A 3 Recunoasterea și impactul activității	
A 3.1 Citări în carti si reviste ISI / BDI	48
A 3.1.1. Citări în reviste ISI și BDI	46
LUCRARE CITATĂ Băltescu, C.A., 2009. Challenges and Opportunities Facing Brand Management in the Lodging Industry. <i>Bulletin of the Transilvania University of Brașov</i> , 2(51), Series V:Economic Sciences, pp. 67-74, ISSN 2065-2208.	
1. FitzPatrick, M., Davey, B., Muller, L., Davey, H., 2013. Value-creating assets in tourism management: Applying marketing's service-dominant logic in the hotel industry. <i>Tourism Management</i> . 36, 86-98, ISI Web of Knowledge, Thomson Reuters 2014 Journal Citation Reports: Impact Factor: 2,377.	2
2. Murat, K., Kozak, M., Moslehpour, M., 2012. How Perceived Global Brands Influence Consumers' Purchasing Behavior of Starbucks, <i>6th World Conference for Graduate Research in Tourism, Hospitality and Leisure</i> , 24 – 29 April 2012, Fethiye, Turkey, pp. 420 - 430, ISBN: 978-605-5437-83-1.	2
3. Pop, C., 2014. THE CURRENT PROFILE OF ROMANIAN HOTEL INDUSTRY: DOES IT ENHANCE THE ATTRACTIVENESS OF ROMANIA AS A TOURIST DESTINATION?. <i>Studia Negotia</i> , 3, pp.35-78.	2
LUCRARE CITATĂ Băltescu, C.A., 2011. Destination marketing organizations (DMO) established in mountain tourism resorts and regions – a solution for mountain tourism development. <i>Bulletin of the Transilvania University of Brașov</i> , Series V, 4(53), No. 2, pp. 155-160, ISSN 2065-2208.	
1. Flongfeldt, T., Tjorve, E., 2013. The Shift from Hotels and Lodges to Second-Home Villages in Mountain-Resort Accommodation. <i>Scandinavian Journal of Hospitality and Tourism</i> , 13(4), pp. 332-352, ISI Web of Knowledge, Thomson Reuters 2014 Journal Citation Reports: Impact Factor: 0.882.	2
LUCRARE CITATĂ Băltescu, C.A., 2010. <i>Strategii de marketing în turismul montan românesc</i> . Editura Universității Transilvania din Brașov, Brașov, ISBN 978-973-598-829-6.	
1. Madar, A., Neacșu, N., 2013. Quality strategies applied by the company Star East Pet. <i>Bulletin of the Transilvania University of Brașov</i> , 6(55), No.1, http://webbut.unitbv.ro/Bulletin/Series%20V/BULETIN%20V%20PDF/13%20madar%20neacsu.pdf	2
2. Neacșu, A.N., Madar, A., 2013. Quality on Accommodation Services' Market: Case Study: Classic Inn Hotel Brasov, http://stec.univ-ovidius.ro/html/anale/RO/cuprins%20rezumate/volum2013p2.pdf	2
3. Madar, A., Neacșu, N.A., 2014. Qualification of staff as a quality strategy for S.C. Schaeffler Romania. <i>Bulletin of the Transilvania University of Brașov</i> , 7(56), No.1, http://webbut.unitbv.ro/Bulletin/2014/Series V/BULETIN%20V%20PDF/13_MADAR_Neacsu.pdf	2
4. Teodorescu, N., Stăncioiu, A.F., Botoș, A., Arsene, O., Dițoiu, M.C., 2012. Means of	2

assessing a sport tourism destination's competitive advantage. <i>Journal of Physical Education and Sport</i> , 12(4), pp.498-506, www.efsupit.ro .	
5. Marinescu, N., Toma, A., 2012. The Use of Internet Tools by Tourism SMES: A Case Study. <i>Studia UBB Negotia</i> , LVII (4), pp. 71-81.	2
6. Madar, A., Neacșu, N.A., 2013. Quality strategies in the field of food and beverage. Case study: HACCP implementation at McDonald's company. <i>ICBE 2013</i> .	2
LUCRARE CITATĂ Boșcor, D., Băltescu, C. A.: <i>The consumption of fast food products – a constant eating habit of young people from all over the world</i> . ICBE, 17-19 October, 2013, Brașov.	
1. Madar, A., Neacșu, N.A., 2013. Organic food labeling and certification: comparison between Czech Republic and Romania. <i>Bulletin of the Transilvania University of Brașov</i> , 6(55), No.2. pp. 101-106.	2
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A 3.1.2 Citări în cărți:	2
A 3.1.2.2. În carte de specialitate sau volum colectiv publicate în țară	
LUCRARE CITATĂ Băltescu, C.A. , 2010, <i>Teza de doctorat: Fundamentarea strategiilor de marketing în turismul montan românesc</i> , Universitatea Transilvania din Brașov.	
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A 3.4 Experiența de management, analiza și evaluare în cercetare și/sau învățământ	2
A 3.4.2 Membru	2
Membru al Consiliului de conducere al departamentului Marketing, Turism-Servicii și Afaceri Internaționale din 2012-prezent	2
A 3.6. Premii	
A 3.6.4. Premii naționale în domeniu	4
- <i>Premiul pentru performanța profesională a documentării în echipă și publicarea unui ciclu de articole despre sectorul turistic, Premiu acordat de Asociația Generală a Economiștilor din România (AGER), 22.11.2011.</i>	2
- <i>Premiul Tezaur acordat de Asociația Jurnaliștilor și Scriitorilor de Turism din România, 14.01.2012</i>	2
TOTAL CRITERIU A3	54
TOTAL GENERAL	191,12

Nr. crt.	Denumire criteriu	Condiții minime pt postul de conferențiar universitar cf. MO 440/ 18.07.2013 – OMEN 4204/IULIE 2013	Punctaj candidat
1	Criteriul A1	min. 10 puncte	17,21 puncte
2	Criteriul A2	min. 35 puncte	119,91 puncte
3	Criteriul A3	min. 5 puncte	54 puncte
	TOTAL	Min 50	191,12 puncte

Director departament,

Conf. dr. Cristinel CONSTANTIN



Candidat,

Lector dr. Codruța-Adina BĂLTESCU



FIŞA DE VERIFICARE A ÎNDEPLINIRII STANDARDELOR UNIVERSITĂŢII TRANSILVANIA DIN BRAŞOV, poziţia 13

publicat în Monitorul Oficial al României nr. 662 din data de 24.11.2014

Candidat: **BĂLTESCU CODRUŢA - ADINA**

Data naşterii 21.03.1965

Funcţia actuală Lector dr.

Instituţia

Universitatea Transilvania din Braşov

1. Studii universitare (licenţă şi masterat)

Nr. crt.	Instituţia de învăţământ superior şi facultatea	Domeniul	Perioada	Titlul acordat
1.	Academia de Studii Economice Bucureşti, Facultatea de Comerţ, Secţia Economia Serviciilor de Alimentaţie Publică şi Turism	ADMINISTRAREA AFACERILOR	1983-1987	ECONOMIST

2. Studii de doctorat

Nr. crt.	Instituţia organizatoare de doctorat	Domeniul	Perioada	Titlul ştiinţific acordat
1.	Universitatea Transilvania din Braşov	MARKETING	2005-2010	DOCTOR

3. Studii şi burse postdoctorale (stagii de cel puţin 6 luni)

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

4. Realizările profesional-ştiinţifice

Calitatea activităţilor didactice/profesionale	Din Fişa de evaluare şi din Propunerea de dezvoltare a carierei universitare
Lucrări publicate în reviste de specialitate recunoscute naţional internaţional	<p>1. Brătucu, G., Madar, A., Neacşu, N.A., Boşcor, D., Băltescu, C.A., 2014. High School Vocational Counseling Role in Leveraging Students' Professional Inclinations. <i>Amfiteatru Economic</i>, 16 (37), pp. 1014-1025, Thomson Reuters 2014 Journal Citation Reports: Impact Factor: 0.838, 5-Y Impact Factor: 0.687, Relative Influence Scor: 0.107, ISSN: 1582 – 9146.</p> <p>2. Băltescu, C.A., 2009. The Influence In Romanian Hospitality Industry Of Small Medium-Sized Firms And Their Specific Means To Improve Performance, <i>Analele Universităţii din Oradea, Ştiinţe Economice</i>, XVIII (IV), pp. 575-579, ISSN-1582-5450.</p> <p>3. Băltescu, C.A., 2009. Challenges and Opportunities Facing Brand Management in the Lodging Industry. <i>Bulletin of the Transilvania University of Braşov</i>, 2(51), Series V:Economic Sciences, pp. 67-74, ISSN 2065-2208.</p> <p>4. Băltescu, C.A., 2010. Poiana Braşov Resort Positioning on the Romanian Mountain Tourism Market. <i>Annals of the University of Petroşani</i>,</p>

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8. Stăncioiu, A.F., Teodorescu, N., Vlădoi, A.D., **Băltescu, C.A.**, Stoian, M., 2011. Banat-Crișana as Micro-destination – Elements of Tourism, Image and Tourism Identity. *Theoretical and Applied Economics*, 9 (562), pp. 17-26, ISSN: 1844-0029.
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14. **Băltescu, C.A.**, Brătucu, G., Boşcor, D., Madar, A., Neacşu, N.A., 2012. Applying Relationship Marketing in a Travel Agency. *Challenges in Higher Education & Research*, organized by the Technical University of Sofia, June 5-8, 2012, Sozopol, Bulgaria, Vol. 10, pp. 236-238, ISBN 978-954-580-318-5.

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Volum(e) de specialitate publicat(e) în edituri recunoscute național	<p>1. Băltescu, C.A., 2010. <i>Strategii de marketing în turismul montan românesc</i>. Editura Universităţii Transilvania din Braşov, Braşov, ISBN 978-973-598-829-6.</p> <p>2. Băltescu, C.A., Neacşu, N.A., 2012. <i>Turismul de evenimente – management şi marketing</i>. Editura Universităţii Transilvania din Braşov, Braşov, ISBN 978-606-19-0136-4.</p> <p>3. Ispas, A., Bălăşescu, M., Untaru, E.N., Băltescu, C.A., 2009. <i>Comerţ, Turism, Servicii - Teste grilă pentru examenul de licenţă</i>. Editura Universităţii</p>

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Director de departament,

Conferenţiar dr. Cristinel CONSTANTIN



Candidat,

Lector dr. Codruţa-Adina BĂLTESCU

