

CURRICULUM VITAE

1. Nume: BĂLTESCU

2. Prenume: CODRUȚA-ADINA

3. Data și locul nașterii: 21.03.1965, Brașov

4. Cetățenie: Română

5. Studii

Universitare/postuniversitare/doctorat

Instituția	ASE București, Facultatea de Comerț, Specializarea Economia Serviciilor de Alimentație Publică și Turism	Universitatea Transilvania din Brașov
Perioada: de la (anul) până la (anul)	1983-1987	2005-2010
Grade sau diplome obținute	Economist (Diplomă de Merit seria E Nr. 91)	Doctor în domeniul Marketing. Titlul tezei de doctorat: "Fundamentarea strategiilor de marketing în turismul montan românesc" (Diplomă de Doctor Seria H, Nr. 0001340)

6. Alte specializări și calificări

- 1992: Certificat de definitivare în învățământ (Nr. 5633/6.12.1992).

7. Titlul științific: LECTOR UNIVERSITAR

8. Experiența profesională și didactică

Funcția	economist	economist	profesor	Lector universitar	Asistent universitar	Lector universitar
Perioada	1987-1990	1990-1991	1991-1997	1997-2004	2004-2011	2011-prezent
Instituția	OJT Prahova	ONT Carpati Brașov	Liceul Economic	Universitatea Transilvania din Brașov	Universitatea Transilvania din Brașov	Universitatea Transilvania din Brașov
Locul	Biroul Organizare	Biroul Organizare	Liceul Economic	Catedra MTSTI	Catedra MTSTI	Catedra MTSAI

9. Locul de muncă actual: Facultatea de Științe Economice și Administrarea Afacerilor, Universitatea Transilvania din Brașov

10. Vechime la locul de muncă actual: 17 ani

11. Limbi străine cunoscute: Engleză, Franceză

12. Lucrări elaborate și/ sau publicate (selecție a lucrărilor din ultimii cinci ani, în corelare cu disciplinele predate)

12.1. Monografii

1. **Băltescu, C.A.**, 2010. *Strategii de marketing în turismul montan românesc*. Editura Universității Transilvania din Brașov, Brașov, ISBN 978-973-598-829-6.
2. **Băltescu, C.A.**, Neacșu, N.A., 2012. *Turismul de evenimente – management și marketing*. Editura Universității Transilvania din Brașov, Brașov, ISBN 978-606-19-0136-4.
3. Ispas, A., Bălășescu, M., Untaru, E.N., **Băltescu, C.A.**, 2009. *Comerț, Turism, Servicii - Teste grilă pentru examenul de licență*. Editura Universității "Transilvania" din Brașov, Brașov, ISBN 978-973-598-504-2.
4. 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. *Manualul tehnicianului în hotelărie*. Editura Lux Libris, Brașov, ISBN 978-973-131-152-4.

12.2. Lucrări publicate în reviste de specialitate

1. Brătucu, G., Madar, A., Neacșu, N.A., Boșcor, D., **Băltescu, C.A.**, 2014. High School Vocational Counseling Role in Leveraging Students' Professional Inclinations. *Amfiteatru Economic*. 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.
2. **Băltescu, C.A.**, 2009. The Influence In Romanian Hospitality Industry Of Small Medium-Sized Firms And Their Specific Means To Improve Performance, *Analele Universității din Oradea, Științe Economice*, XVIII (IV), pp. 575-579, ISSN-1582-5450.
3. **Băltescu, C.A.**, 2009. Challenges and Opportunities Facing Brand Management in the Lodging Industry. *Bulletin of the Transilvania University of Brașov*, 2(51), Series V:Economic Sciences, pp. 67-74, ISSN 2065-2208.
4. **Băltescu, C.A.**, 2010. Poiana Brașov Resort Positioning on the Romanian Mountain Tourism Market. *Annals of the University of Petroșani, Economics*, X(II), pp. 23-30, ISSN 1582-5949.
5. 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. *Theoretical and Applied Economics*, 2(555), pp. 139-152, ISSN 1844 - 0029.
6. Stăncioiu, A.F., Teodorescu, N., Pârgaru, I., Vlădoi, A.D., **Băltescu, C.A.**, 2011. Tourism Heritage - An Important Dimension for Assesing/Shaping a City's Image. Study Case: Bucharest. *Theoretical and Applied Economics*, 4(557), pp. 159-170, ISSN 1844-0029.

7. Stăncioiu, A.F., **Băltescu, C.A.**, Vlădoi, A.D., Pârgaru, I., Nicula, V., 2011. Transylvania - Romanian Tourism Micro-destination. *Theoretical and Applied Economics*, 5(558), pp. 147-158, ISSN 1844-0029.
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.
9. **Băltescu, C.A.**, 2011. Destination marketing organizations (DMO) established in mountain tourism resorts and regions – a solution for mountain tourism development. *Bulletin of the Transilvania University of Braşov*, Series V, 4(53), No. 2, pp. 155-160, ISSN 2065-2208.
10. Stăncioiu, A.F., **Băltescu, C.A.**, Vlădoi, A.D., Pârgaru, I., 2011. Reflections on tourism marketing coordinates and development in Romania. *Bulletin of the Transilvania University of Braşov*, Series V, 4(53), No.2, pp. 171-178, ISSN 2065-2208.
11. 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. *Revista Economică*, Facultatea de Ştiinţe Economice, Universitatea Lucian Blaga, Sibiu, Supplement No.3/2012, pp.17-21, ISSN: 1582-6260.
12. 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. *Bulletin of the Transilvania University of Braşov*, 5(54), No.2, Series V: Economic Sciences, pp. 129-134, ISSN 2065-2208.
13. Madar, A., Neacşu, N.A., **Băltescu, C.A.**, Boşcor, D., Brătucu, G., 2012. Quality Strategies Implemented Within The Tourism Agency Perfect Tour. *Bulletin of the Transilvania University of Braşov*, 5(54), No.2, Series V: Economic Sciences, pp. 121-128, ISSN 2065-2208.
14. Neacşu, N.A., Boşcor, D., **Băltescu, C.A.**, Madar, A., 2012. Manipulating consumers through advertising. *Annals of the "Constantin Brâncuşi" University of Târgu Jiu*, Economy Series, 4(I), pp.187-190, "Academica Brâncuşi" Publisher, ISSN: 1844-7007.
15. Madar, A., Boşcor, D., **Băltescu, C.A.**, Neacşu, N.A., 2012. Wooden Versus Plastic Toys. *Annals of the "Constantin Brâncuşi" University of Târgu Jiu*, Economy Series, 4(II), pp.162-166, "Academica Brâncuşi" Publisher, ISSN: 1844-7007.
16. Stăncioiu, A.F., **Băltescu, C.A.**, Botoş, A., Pârgaru, I., 2013. Conceptual aspects regarding balneotherapy tourism marketing in Romania. *Theoretical and Applied Economics*, 2 (579), pp. 145-158, ISSN: 1844-0029.
17. Boşcor, D., Brătucu, G., **Băltescu, C.A.**, 2013. Drivers of the International Expansion of Emerging- Market Multinationals. *Bulletin of the Transilvania University of Braşov*, 6(55), No.1, Series V Economic Sciences, pp. 9-14, ISSN: 2065-2208.
18. **Băltescu, C.A.**, Boşcor, D., 2013. An investigation of the dining-out behavior of Romanian young people. *Annals of the "Constantin Brâncuşi" University of Târgu Jiu*, Economy Series, 6, pp. 50-54, "Academica Brâncuşi" Publisher, ISSN: 1844-7007.
19. **Băltescu, C.A.**, Boşcor, D., 2013. Customers' opinions regarding eating-out in national type restaurants. *Ovidius University Annals, Economic Sciences Series*, XIII(2), pp.370-374, ISSN 1582-9383.

20. **Băltescu, C.A.,** Boşcor, D., 2013. An analysis of the cultural tourism development in Romania. *Bulletin of the Transilvania University of Braşov*, 6(55), No.2, Series V Economic Sciences, pp. 115-120, ISSN: 2065-2208.
21. **Băltescu, C.A.,** Boşcor, D., 2013. The web page – marketing communication mean in the accommodation units' activity. *Management & Marketing. Challenges for the Knowledge Society*, 8, Special Issue, pp. 45-52, ISSN 1842-0206.
22. Boşcor, D., **Băltescu, C.A.,** 2013. The consumption of fast-food products – a constant eating habit of young people from all over the world. *Management & Marketing. Challenges for the Knowledge Society*, 8, Special Issue, pp. 87-96, ISSN 1842-0206.
23. Boşcor, D., **Băltescu, C.A.,** 2014. Romania's Competitive Advantages in the Global Outsourcing Market. *Bulletin of the Transilvania University of Braşov*, 7(56), No.1, Series V :Economic Sciences, pp. 149-154, ISSN: 2065-2208.
24. **Băltescu, C.A.,** Boşcor, D., 2014. The Assessment of Hotel Services in Poiana Braşov Resort. *Bulletin of the Transilvania University of Braşov*, 7(56), No.2, Series V: Economic Sciences, pp. 65-70, ISSN: 2065-2208.

12.3. Lucrări publicate în volumele conferinţelor de specialitate

1. **Băltescu, C.A.,** 2010. The Specificity Of Customer Loyalty Strategies Used In The Tourism And Hospitality Industry. *Proceedings of the 5th International Conference on Business Excellence*, 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).
2. **Băltescu, C.A.,** Stăncioiu, A.F., Niculescu, I., 2010. Recreational skiing – a development perspective for the romanian mountain tourism. *3rd ANNUAL INTERNATIONAL CONFERENCE: PHYSICAL EDUCATION, SPORT AND HEALTH*, 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.
3. Camarda, A., Pleşea D., **Băltescu, C.A.,** 2010. Prevision Model of the Regional Development of Tourism in Barsei Plan. *Proceeding of the 3rd WSEAS International Conference on CULTURAL HERITAGE and TOURISM (CUHT '10)*, Corfu, Greece, July 22-25, ISSN: 1792-4308, pp. 45-50, ISBN: 978-960-474-205-9.
4. **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. *Proceedings of the 6th International Conference on Business Excellence*, 14-15 October 2011, Braşov, Romania, pp. 44-47, ISBN: 978-973-598-939-2, Vol. 1: ISBN 978-973-598-940-8.
5. 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. *Proceedings of the 6th International Conference on Business Excellence*, 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.
6. Puiu, C., Sîrbu, M., **Băltescu, C.A.,** 2011. Internet Marketing Target the Young Generation. *1th WSEAS International Conference "TOURISM AND ECONOMY DEVELOPMENT (TED '11), IAASAT Conference: ENVIRONMENT, ECONOMICS,*

ENERGY, DEVICES, SYSTEMS, COMMUNICATIONS, COMPUTERS, MATHEMATICS, University of Craiova, Drobeta Turnu Severin Center, Romania, October 27-29, 2011, ISBN 978-1-61804-045-9.

7. **Băltescu, C.A.**, Stăncioiu, A.F., Pârgaru, I., 2011. The importance of adventure tourism within the evolution of mountain destinations. *4th Annual International Conference Physical Education, Sport and Health*, 18-19 November 2011, Pitești, Romania, Scientific Report Series Physical Education And Sport Nr 15(1/2011), Part II, pp: 509-513, ISSN: 1453-1194.
8. Neacșu, N.A., **Băltescu, C.A.**, Boșcor, D., Madar, A., 2012. Quality strategy effects on event tourism planning within a hotel. Case study "House of Dracula" Hotel & Restaurant. *21th Biennial International Congress: TOURISM & HOSPITALITY INDUSTRY 2012: New Trends in Tourism and Hospitality Management*, organized by the Faculty of Tourism and Hospitality Management in Opatija, University of Rijeka, 3-5 may 2012, ISSN 1848-4573.
9. **Băltescu, C.A.**, Brătucu, G., Boșcor, D., Madar, A., Neacșu, 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.
10. Neacșu, N.A., Boșcor, 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. *Challenges in Higher Education & Research*, organized by the Technical University of Sofia, June 5-8, 2012, Sozopol, Bulgaria, Vol. 10, pp.229-231, ISBN 978-954-580-318-5.
11. **Băltescu, C.A.**, Boșcor, D., Brătucu, G., Madar, A., Neacșu, N.A. (2012) "The trend of the world hotels to restrain the budget field. Romania's situation", *The International Conference Entrepreneurship in Hospitality Industry, 2nd edition*, Cluj-Napoca, 11-12 October 2012, ISBN 978-973-53-0890-2.
12. **Băltescu, C.A.**, Boșcor, D., Madar, A., Neacșu, N.A., 2012. The assessments of tourists arrived in Poiana Brașov resort regarding the satisfaction of tourist services consumption. *Proceedings of the 7th International Conference on Business Excellence, Business Excellence Challenges During the Economic Crisis*, 12-13 October 2012, Brașov, Romania, Vol. 1, Editura Universității Transilvania din Brașov, Brașov, pp. 44-47, ISBN 978-606-19-00102-9, Vol. 1. – 2012, ISBN 978-606-10-0103-6.
13. Neacșu, N.A., Boșcor, D., Brătucu, G., Madar, A., **Băltescu, C.A.**, 2012. Opinions, behaviors and attitudes of consumers from Brașov regarding the quality of coffee. *Proceedings of the 7th International Conference on Business Excellence, Business Excellence Challenges During the Economic Crisis*, 12-13 October 2012, Brașov, Romania, Editura Universității Transilvania din Brașov, Brașov, pp. 30-34, ISBN 978-606-19-00102-9, Vol. 1. – 2012, ISBN 978-606-10-0104-6.
14. **Băltescu, C.A.**, Stăncioiu, A.F., Pârgaru, I. Botoș, A., 2012. Consumer opinions regarding the improvements of ski areas in the mountain-based touristic resort Poiana Brașov. *Proceedings of the 5th Annual International Conference: Physical Education, Sport and Health*, Pitești, 22nd. – 23rd of November 2012, Romania, Scientific Report Physical Education and Sport, Vol 16 (1/2012), pp. 217-222, ISSN: 1453-1194.

15. **Băltescu, C.A., Boşcor, D., Brătucu, G., 2013.** Braşov – a tourist destination for the organization of international events. *IECS 2013*, 17-18 Mai 2013, Sibiu, http://iecs.ulbsibiu.ro/programme/IECS_2013_final_program.pdf, pp. 510-516, ISSN 2344 – 1682.
16. 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. *2nd International Conference on Finance, Accounting and Auditing (FAA '13)*, Braşov 1-3 June, 2013, <http://www.wseas.org/main/books/2013/Braşov/FARI.pdf>, pp. 57-60, ISBN: 978-1-61804-192-0.
17. Țierean, O.M., **Băltescu, C.A., Boşcor, D., 2014.** Braşov – a tourism destination for the segment of young tourists. *International Conference on Business Excellence, ICBE 2014*, 9-11 October, Bucharest, Romania.

12.4. Granturi și contracte de cercetare științifică

Programul/ Proiectul	Funcția	Perioada
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	Membru	2006-2008
ASPECKT: Platforma/Laborator de Analize Statistice și Previziune a fenomenelor Economico-sociale și Cercetări de Marketing (Universitatea Transilvania din Braşov); Aprobata prin O.M.Ed.C. 5066/6.09.2006, Cod CNC SIS 76/2006.	Membru	2006-2008
DIMAST- „Management Inteligent al Destinației pentru un Turism Durabil”, PN-II-PT-PCCA-2013-4-0245.	Membru	2014-2016

12.5. Brevete de invenții

13. Membru în asociații profesionale și științifice

14. Alte competențe (coordonare specializări, discipline, laboratoare)

- Îndrumare lucrări de licență și disertație la programele de studii *Economia comerțului, turismului și serviciilor* la licență și *Administrarea afacerilor în turism* la masterat.

15. Alte mențiuni

15.1. Participări la activități didactice în universități din țară și străinătate

- Mobilitate LLP/Erasmus derulată în perioada 7.04- 11.04.2014, la „Laurea University of Applied Sciences” (Finlanda).

15.2. Organizare de evenimente științifice (conferințe, workshop-uri, etc.)

- Decembrie 2014: Organizarea evenimentului "Dăruiește un zâmbet" împreună cu masteranzii programului de studiu Administrarea Afacerilor în Turism.

16. Premii și distincții

- *Premiul pentru performanța profesională a documentării în echipă și publicarea unui ciclu de articole despre sectorul turistic, **Premiu acordat de Asociația Generală a Economistilor din România (AGER), 22.11.2011.***

- *Premiul Tezaur acordat de **Asociația Jurnaliștilor și Scriitorilor de Turism din România, 14.01.2012.***

17. Experiența managerială

- 2012 – prezent: membru în cadrul consiliului de conducere al Departamentului MTSAL.

Data: 06.01.2015

Lector dr. Codruța-Adina BĂLTESCU

Semnătura,



LISTA CELOR 10 LUCRĂRI RELEVANTE

LECTOR DR. BĂLTESCU CODRUȚA-ADINA

1. **Băltescu, C.A.,** Neacșu, N.A., 2012. *Turismul de evenimente – management și marketing*. Editura Universității Transilvania din Brașov, Brașov, ISBN 978-606-19-0136-4.
2. **Băltescu, C.A.,** 2010. *Strategii de marketing în turismul montan românesc*. Editura Universității Transilvania din Brașov, Brașov, ISBN 978-973-598-829-6.
3. **Băltescu, C.A.,** 2009. Challenges and Opportunities Facing Brand Management in the Lodging Industry. *Bulletin of the Transilvania University of Brașov*, 2(51), Series V: Economic Sciences, pp. 67-74, ISSN 2065-2208.
4. **Băltescu, C.A.,** 2010. Poiana Brașov Resort Positioning on the Romanian Mountain Tourism Market. *Annals of the University of Petroșani, Economics*, X(II), pp. 23-30, ISSN 1582-5949.
5. Stăncioiu, A.F., **Băltescu, C.A.,** Vlădoi, A.D., Pârgaru, I., Nicula, V., 2011. Transylvania - Romanian Tourism Micro-destination. *Theoretical and Applied Economics*, 5(558), pp. 147-158, ISSN 1844 - 0029.
6. **Băltescu, C.A.,** Boșcor, D., 2014. The Assessment of Hotel Services in Poiana Brașov Resort. *Bulletin of the Transilvania University of Brașov*, 7(56), No.2, Series V: Economic Sciences, pp. 65-70, ISSN: 2065-2208.
7. **Băltescu, C.A.,** 2010. The Specificity Of Customer Loyalty Strategies Used In The Tourism And Hospitality Industry. *Proceedings of the 5th International Conference on Business Excellence*, 15-16 October 2010, Brașov, România, Vol. 1, pp. 48-51, ISBN 978-973-1747-22-4, ISBN 978-973-1747-23-1 (Vol. 1).
8. **Băltescu, C.A.,** Brătucu, G., Boșcor, D., Madar, A., Neacșu, 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.
9. **Băltescu, C.A.,** Boșcor, D., 2013. An investigation of the dining-out behavior of Romanian young people. *Annals of the "Constantin Brâncuși" University of Târgu Jiu*, Economy Series, 6, pp. 50-54, "Academica Brâncuși" Publisher, ISSN: 1844-7007.
10. **Băltescu, C.A.,** Boșcor, D., 2013. The web page – marketing communication mean in the accommodation units' activity. *Management & Marketing. Challenges for the Knowledge Society*, 8, Special Issue, pp. 45-52, ISSN 1842-0206.