

Universitatea Transilvania din Braşov
 Facultatea de Ştiinţe Economice şi
 Administrarea Afacerilor (FSEAA)
 Departamentul de Finanţe, Contabilitate
 şi Teorie Economică

Poz. postului: nr. 19 - Conferenţiar universitar
 Disciplinele postului:
 -Aspecte juridice în internet şi marketing;
 -Macroeconomie;
 -Economie generală;
 -Microeconomie.

**FIŞA DE VERIFICARE A ÎNDEPLINIRII STANDARDELOR MINIMALE NAŢIONALE
 în conformitate cu grila de evaluare a comisiei CNATDCU aferentă domeniului postului,
 grilă cuprinsă în ordinul O.M.E.N. 4204 din 15 iulie 2013
 (care modifică O.M.E.C.T.S. 6560 din 20 decembrie 2012)**

Conferenţiar universitar, poziţia 19 - Dep. F.C.T.E.

publicat în Monitorul Oficial al României partea a III-a, nr. 571 din 10.05 2016

Candidat: **DAJ Alexis - Ion**
 Funcţia actuală: lector univ. titular

Data naşterii: 02.08.1980
 Instituţia: Univ. Transilvania Braşov-FSEAA,
 Departamentul M.T.S.A.I.

	Calcul privind îndeplinirea standardelor minime necesare şi obligatorii pentru conferirea titlurilor didactice din învăţământul superior în conformitate cu grila de evaluare a comisiei CNATDCU - aferentă domeniului postului, grilă cuprinsă în ordinul O.M.E.N. 4204 din 15 iulie 2013 (care modifică O.M.E.C.T.S. 6560 din 20 decembrie 2012)	Punctaj acordat (p_i)	Punctaj realizat
Criteriu	Tipul activităţilor		
A1	Activitatea didactică şi profesională (A1)		
	1.1 Cărţi şi capitole/studii în cărţi de specialitate sau volume colective		Punctaj total 1.1 = 17,14
	1.1.1.2 Cărţi de specialitate - naţionale	(8)	
	1.) „Dreptul afacerilor”, DAJ Alexis, Ed. Lux Libris, Braşov, 2011, ISBN 978 973 131 -114 - 2; http://www.luxlibris.ro/Aparitii/2011/Dreptul%20afacerilor.pdf ;	1*8	8
	2.) “Business Law”, DAJ Alexis, Ed. Lux Libris, Braşov, 2011, ISBN 978 973 131 - 115 - 9, http://www.luxlibris.ro/Aparitii/2011 .	1*8	8
	3.) „Modele pentru Noua Economie în România”, Dana Radu Colibabă, Ion Smeureanu coordonatori, Coautor - DAJ Alexis s.a.- 106 pg., Editura ASE, Bucureşti, 2004, ISBN 973-594-553-3,	1/7*8 (8 * 0.143=1 .144)	1,14
	Punctaj total realizat - A1= 8+8+1,14 = 17,14		17,14
A2	Activitatea de cercetare (A2)		
	2.1 Articole care prezintă contribuţii ştiinţifice originale, in extenso, publicate de candidat ca autor sau coautor, în reviste cotate ISI sau BDI*		Punctaj total 2.1 =72,63
	2.1.1 Articol care prezintă contribuţii ştiinţifice originale, in extenso, publicat într-o revistă cotate ISI cu factor de impact mai mare ca 0	(8)	
	„From Decentralization to Independence in 21st Century Europe: Economic and Legal Challenges of Developing the EU’s Institutional Framework on the Backdrop of a Hyper-Technological Economy” p. 122 Revista: TRANSYLVANIAN REVIEW ISSN:12211249 An Aparitie: 2015	1*8	8

	Autor: DAJ Alexis http://www.centruldestudiitransilvane.ro/detaliu.aspx?eID=713&t=Review%202015%20-%202035&cat=0		
	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	(6)	
	1.) „ <i>Sistem statistic de indicatori pentru cuantificarea și monitorizarea Noii Economii în România. Definirea cadrului conceptual al noilor fenomene implicate de Noua Economie</i> ”, Dana Radu Colibabă, Irina Isaic-Maniu, Giani Grădinaru, Alexis Daj, Andrei Ghețu, Cătălin Crețu, Revista Economia, Seria MANAGEMENT, Vol. 7, Nr. 3 Special / 2004, pag. 283-292, Ed. ASE București, 2004, ISSN 1454-0320. Indexată în BDI: EBSCO, CABELLS, DOAJ, EconLit http://www.management.ase.ro/reveconomia/2004-special3/1.pdf http://www.management.ase.ro/reveconomia/indexation.htm http://www.mer.ase.ro/files/2004-special3/1.pdf http://www.mer.ase.ro/index.php/about-us/indexation	1/6*6	1
	2.) „ <i>The Substantiation of the Structure and Stages of the National Informational System Model</i> ” - Alexis DAJ – coautor; D. Colibabă, V.Voineagu, E.Titan, I. Smeureanu, L. Anghel, B. Onete, P. Nistoreanu, I. Niculescu Aron, Giani Grădinaru, A. Ghetu, R. Ignat, V. Balea, M. Roman, A. Tudorica, L. Duguleana, C. Duguleana, M. Keul, R. Morandau, A Chirca, Institutul Național de Statistică, 2007, București, în volumul Integrarea României în Structurile Europene, Revista Romană de Statistică, supliment decembrie 2007, pp. 43-49, ISSN 1018-046x; http://www.revistadestatistica.ro/rezumat/6_2007/articol%204%20colibaba.pdf http://www.revistadestatistica.ro/old/Revista/2007/sumar%206_2007.pdf Indexed in: http://www.revistadestatistica.ro/istoric.html DOAJ, REPEC, EBSCO http://www.revistadestatistica.ro/index.php/indexing/	1/20*6	0,3
	3.) “ <i>E-Marketing Tools and the New Dimension of Integrated Marketing Communications in European Higher Education Services</i> ”, Alexis Daj, Andreea Chirca, Problems of Education in the 21st Century - Lituania, 2009, ISSN 1822-7864, indexed and abstracted in EBSCO: Education Research Complete, Copernicus Index, Cabells, Ulrich’s Periodicals Directory and list of Science Education Journals. http://www.scientiasocialis.lt/pec/files/pdf/Daj_Vol.12.pdf http://www.jbse.webinfo.lt/Abstracting.htm	1/2*6	3
	4.) “ <i>The Adoption of Digital Marketing in Financial Services under Crisis</i> ”, Alexis Daj, Andreea Chirca, Bulletin of the Transilvania University of Brașov • VOL. 2 (51)-2009, SERIES V - Economic Sciences, ISSN 2065-2194 (Print), ISSN 2065-2208 (CD-ROM), http://webbut.unitbv.ro/BU2009/BULETIN2009/Series%20V/BULETIN%20V%20PDF/161%20DAJ%20A_CHIRCA%20A_BUT%202009.pdf Indexed in EBSCO Publishing DataBase, DOAJ and ProQuest: http://www.ebscohost.com/titleLists/bth-journals.pdf http://www.doaj.org/doaj?func=openurl&genre=journal&issn=20652194 http://search.proquest.com/docview/209550147?accountid=7257	1/2*6	3
	5.) “ <i>The use of electronic communications in marketing activities - qualitative research - exploring the perceptions and attitudes of economic agents from Brasov</i> ”, Daj, A., Bulletin of the Transilvania University of Brasov • Vol. 4 (53) No.2 - 2011, Series V - Economic Sciences, ISSN 2065-2194 (Print), ISSN 2065-2208 (CD-ROM), http://webbut.unitbv.ro/BU2011/Series%20V/BULETIN%20V/05%20daj%20BUT%202011%202.pdf Indexed in EBSCO Publishing DataBase, DOAJ and ProQuest: http://www.doaj.org/doaj?func=openurl&genre=journal&issn=20652194	1*6	6

	http://www.ebscohost.com/titleLists/bth-journals.pdf http://search.proquest.com/docview/1000454990?accountid=7257		
	6.) “Contemporary Marketing Trends: From One-To-One Marketing and the Service-Dominant Logic to M2M Communications and Netnography” , DAJ Alexis, Bulletin of the Transilvania University of Braşov, VOL. 5 (54)- No. 1, SERIES V, 2012, http://webbut.unitbv.ro/BU2012/Series%20V/BULETIN%20V%20PDF/08%20daj.pdf Indexed in Directory of Open Access Journals - DOAJ,EBSCO Publishing DataBase and in ProQuest: http://www.doaj.org/doi?func=openurl&genre=journal&issn=20652194 http://www.ebscohost.com/titleLists/bth-journals.pdf http://search.proquest.com/publication/prod.academic_publications_105975?accountid=7257#	1*6	6
	7.) “Economic and Legal Aspects of Introducing Novel Ict Instruments: Integrating Sound into Social Media Marketing - From Audio Branding to Soundscaping” , DAJ Alexis, Bulletin of the Transilvania University of Braşov • Vol. 6 (55) •No. 2 - 2013 - Series V: Economic Sciences ISSN:2065-2194 Autori:1 http://webbut.unitbv.ro/BU2013/Series%20V/BULETIN%20V/004%20daj%20BUT%202013%202.pdf http://webbut.unitbv.ro/Bulletin/Series%20V/Series%20V.html	1*6	6
	8.) “Economic, Legal and Technological Facets of the European Unions Regional Policies in a Networked World” , DAJ Alexis, Bulletin of the Transilvania University of Braşov • Vol. 7 (56) No.2 - 2014 SERIES V - ECONOMIC SCIENCES, ISSN 2065-2194 Autori:1 http://webbut.unitbv.ro/BU2014/Series%20V/BULETIN%20V/IV-03_DAJ.pdf http://webbut.unitbv.ro/Bulletin/Series%20V/Series%20V.html	1*6	6
	2.1.3 Articole / studii publicate în volumele conferinţelor indexate ISI Proceedings sau internaţionale desfăşurate în ţară sau străinătate (cu ISSN sau ISBN)	(4)	
	9.) “HR and The Knowledge Economy – a Network Approach”- SIMPEC 2004 5th International Symposium vol. II - Alexis DAJ , Editura INFOMARKET, Braşov 2004 – ISBN 973-8204-58-5. http://www.kubon-sagner.de/opac.html?record=9620209	1*4	4
	10.) “NTT DoCoMo - The Successful Proliferation of 3G Services”; The 2006 International Conference on Commerce - Alexis DAJ , Facultatea de Comerţ, ASE Bucureşti 27-29 martie, 2006, ISBN - 10 973-594-785-4; ISBN -13 976-973-594-785-9.	1*4	4
	11.) “Brand Management in the Context of Technological Convergence - Intel’s Strategic Approach”- SIMPEC 2006 6th International Symposium vol. II - Alexis DAJ , Editura INFOMARKET, Braşov 2006, ISBN 973-8204-84-4.	1*4	4
	12.) “Rethinking Financial Services Marketing - Towards ICT Adoption and EU Integration” - Alexis DAJ , Andreea Chirca; International Conference Economic Integration, Competition and Globalization, JEAN MONNET CHAIR, 2007, Braşov, ISBN 978-973-8204-94-2. http://uefiscdi.gov.ro/articole/518/International-Conference-ECONOMIC-INTEGRATION-COMPETITION-AND-GLOBALIZATION.html	1/2*4	2
	13.) “Rethinking Financial Services Marketing – The Impact of the EU ICT Regulation” - Alexis DAJ , Andreea Chirca; International Conference Economic Integration, Competition and Globalization, JEAN MONNET CHAIR, 2007, Braşov, ISBN 978-973-8204-94-2. http://uefiscdi.gov.ro/articole/518/International-Conference-ECONOMIC-INTEGRATION-COMPETITION-AND-GLOBALIZATION.html	1/2*4	2
	14.) “Innovative Advertising Formats and the Reform of European Media Regulation in a Broadband World”- Alexis DAJ , Andreea Chirca; “Present and Future Challenges of the Common EU Policies” May 2008 - Jean Monnet Chair	1/2*4	2

	Action "EUROPEAN ECONOMIC INTEGRATION", Editura Universității TRANSILVANIA din Brașov, 2008, ISBN 978-973-598-253-9.		
	15.) "The Impact of the European Financial Market Integration on Marketing Strategies" - Alexis DAJ , Andreea Chirca; "Present and Future Challenges of the Common EU Policies" May 2008 - JEAN MONNET CHAIR ACTION "EUROPEAN ECONOMIC INTEGRATION", Editura Universității TRANSILVANIA din Brașov, 2008, ISBN 978-973-598-253-9.	1/2*4	2
	16.) "Using Netnography as an ICT Research Tool for Higher Education Marketing – the Case of Romania", International Technology, Education and Development Conference, Valencia – Spania, 9-11.03.2009, Alexis Daj , Andreea Chirca, proceedings ISBN 978-84-612-7578-6, abstracts ISBN 978-84-612-7580-9. https://library.iated.org/view/DAJ2009USI	1/2*4	2
	17.) "ICT-based Marketing Promotion of Higher Education: the Challenges for Romanian Universities", International Technology, Education and Development Conference, Valencia – Spania, 9-11.03.2009, Andreea Chirca, Alexis Daj , proceedings ISBN 978-84-612-7578-6, abstracts ISBN 978-84-612-7580-9. https://library.iated.org/view/CHIRCA2009ICT	1/2*4	2
	18.) „Marketing Strategies: Innovative Financial Services – Determining or Overcoming the Crisis”, Alexis Daj , Andreea Chirca, International Conference on Economic Engineering and Manufacturing Systems, 26-27.11.2009, Brasov, CD-ROM Proceedings (with ISBN and peer review), RECENT, Vol. 10, no. 3(27), November, 2009, RECENT Journal - online version ISSN 2065-4529. http://recentonline.ro/no_027.htm http://recentonline.ro/files/IC_JournalInformation811.pdf http://recentonline.ro/abs.htm	1/2*4	2
	19.) „Digital Marketing Instruments: Using Online Communities for Product Innovation”, Alexis Daj , Andreea Chirca, International Conference on Economic Engineering and Manufacturing Systems, 26-27.11.2009, Brasov, CD-ROM Proceedings (with ISBN and peer review), RECENT, Vol. 10, no. 3(27), November, 2009, RECENT Journal - online version ISSN 2065-4529. http://recentonline.ro/no_027.htm http://recentonline.ro/files/IC_JournalInformation811.pdf http://recentonline.ro/abs.htm	1/2*4	2
	20.) "Digital marketing and regulatory challenges of Machine-to-Machine (M2M) Communications", Daj, A.; Samoila, C.; Ursutiu, D. , 9th International Conference on Remote Engineering and Virtual Instrumentation (REV), 2012, Bilbao; http://ieeexplore.ieee.org/xpl/articleDetails.jsp?arnumber=6293118&newsearch=true&queryText=DAJ%20 Indexed in: IEEE: http://ieeexplore.ieee.org/xpl/mostRecentIssue.jsp?punumber=6273234 SCOPUS: http://www.scopus.com/record/display.url?eid=2-s2.0-84867301012&origin=resultslist&sort=plf-f&src=s&st1=rev+2012&nlo=&nlr=&nls=&sid=0001J9EmUpffS0PZ3w1CxJCE9eF%3a20&sot=b&sdt=sisr&sl=14&s=CONF%28rev+2012%29&ref=%28daj%29&relpos=0&relpos=0&searchTerm=%28CONF%28rev+2012%29%29+AND+%28daj%29	1/3*4	1,33
	21.) "New Technologies and Requirements for Marketing Education in the Era of Internet of Things (Iot): The Need for University-Industry Linkages in Romania", Daj Alexis , The 7 th International Conference on Virtual Learning 2012, Brasov: http://c3.icvl.eu/files/poster_ICVL-12.pdf ISI Proceedings via Web of Science, http://www.icvl.eu/2012/disc/icvl/documente/pdf/tech/ICVL_Technologies_paper16.pdf	1*4	4

	2.3 Granturi/proiecte câștigate prin competiție		Punctaj total 2.3 =20
	2.3.2.2 Membru în echipă - Granturi/proiecte naționale	(5)	
	„Sistem statistic de indicatori pentru cuantificarea și monitorizarea Noii Economii în România”, CNCSIS, tema 1, cod 113/2004, Academia de Studii Economice din București - membru colectiv. Perioada: 2004-2005	1*5	5
	„Modelul sistemului informațional național pentru caracterizarea Noii Economii în România”, Program CEEX, Modul I, 2-Cex06-8-65/26.07.2006, coordonator Dana Colibaba, Academia de Studii Economice din București – membru colectiv. Perioada: 2006-2008	1*5	5
	„UNI-C Strategii, sisteme, metode si instrumente pentru managementul cunoașterii in universitati”, Proiect CEEX 645/1, 28.07.2006, Modulul III; TIP: P-CD, partener Universitatea TRANSILVANIA, coordonator conf. univ. dr. Constantin Duguleană – membru colectiv. Perioada: 2006-2008	1*5	5
	Platforma ASPECKT aprobată prin O.M.Ed.C. nr. 5066/6.09.2006, cod CNCSIS 76/2006 – membru colectiv. Perioada: 2006-2008	1*5	5
	Punctaj total realizat - A2= 8+31,3+33,33+20=92,63		92,63
A3	Recunoașterea și impactul activității (A3)		
	3.1 Citări în cărți și reviste ISI / BDI		Punctaj total 3.1 = 88
	3.1.1 Citări în reviste ISI și BDI - în revistă ISI cu factor de impact mai mare ca 0 sau indexată BDI	(2)	
	<p>Titlul citat: “The adoption of digital marketing in financial services under crisis”, Bulletin Of The Transilvania University of Brașov, 2 51 (2009), pp. 161–166; Daj A. and Chirca A.; ISSN citat: 2065-2194</p> <p>Titlul care citează: “To Be or Not to Be in Social Media Arena as the Most Cost-Efficient Marketing Strategy after the Global Recession”, Procedia - Social and Behavioral Sciences, Volume 24, 2011, Pages 260-268, The Proceedings of 7th International Strategic Management Conference, ISSN: 1877-0428, ELSEVIER; DOI:10.1016/j.sbspro.2011.09.083 ; Autori: A. Kazım Kirtişa, Filiz Karahan; Indexare în: http://www.sciencedirect.com/science/article/pii/S1877042811016119</p>	1*2	2
	<p>Titlul citat: “E-Marketing Tools and the New Dimension of Integrated Marketing Communications in European Higher Education Services”. Problems of Education in the 21st Century, 12 (12), 36–45; Daj A. and Chirca A.; ISSN citat: 1822-7864</p> <p>Titlul care citează: Building the Technology Toolkit of Marketing Students: The Emerging Technologies in Marketing Initiative; Autori: Fred L. Miller, W. Glynn Mangold, Joy Roach & Terry Holmes; Publicația: Marketing Education Review Volume 23, Issue 2, 2013 Link: http://www.tandfonline.com/doi/abs/10.2753/MER1052-8008230202 Indexare în: http://www.tandfonline.com/action/journalInformation?show=abstractingIndexing&journalCode=mmer20#.VUZR4qb7Rbw</p>	1*2	2
	<p>Titlul citat: „Digital Marketing Instruments: Using Online Communities for Product Innovation”, Recent, 2009; 10(27):227-232. ISSN citat: 1582-0246 (2065-4529); Daj, A., Chirca, A.;</p> <p>Titlul care citează: “The Application of Crowd Sourcing in Educational Activities”, ISSN 2029-7564 (online) SOCIAL TECHNOLOGIES 2012, 2(1), p. 67–76; Autori: Monika Skaržauskaitė;</p>	1*2	2

	<p>Link: https://www3.mruni.eu/ojs/st/article/view/145/138 Indexare în: https://www.mruni.eu/en/mokslo_darbai/st/apie_leidini/</p>		
	<p>Titlul citat: “E-marketing tools and the new dimension of integrated marketing communications in european higher education services”. Problems of Education in the 21st Century, vol. 12, pp. 36-45; Daj A. and Chirca A.; ISSN citat: 1822-7864</p> <p>Titlul care citează: “Internal And External Communication in Higher Education Institutions” – SEA - Practical Application of Science, Volume III, Issue 2 (8) / 2015; Autori: Emanuela Maria AVRAM; Publicația: SEA – Practical Application of Science; Link: http://sea.bxb.ro/Article/SEA_8_42.pdf Indexare în: http://sea.bxb.ro/bdi/</p>	1*2	2
	<p>Titlul citat: “Marketing Strategies: Innovative Financial Services–Determining or Overcoming the Crisis”, ICEEMS, Braşov, 2009; Daj, A., Chirca, A.; ISSN citat: 1582-0246</p> <p>Titlul care citează: „Profilul gospodăriilor care economisesc – instrument important în segmentarea pieței bancare”; ISSN: 2359-8972 Publicația: Revista Română de Statistică Supliment 12/2015; Autori: Dr. Andreea Cambir; Cornelia Barti; Sofica Muşat ; Gheorghe Emanoil Vaida; Link: http://www.revistadestatistica.ro/supliment/index.php/revista-romana-de-statistica-supliment-122015/ http://www.revistadestatistica.ro/supliment/wp-content/uploads/2016/03/RRSS12_2015_A08.pdf Indexare în: Revista indexata în baze de date intenationale (IndexCopernicus, DOAJ, ICCAP, EBSCO, RePEc) http://opac.biblioteca.ase.ro/opac/bibliographic_view/199011.jsessionid=3E14ED534E5D377CB96B49264BE5906D</p>	1*2	2
	3.1.2.1 Citări în cărți - în carte de specialitate sau volum colectiv publicate în străinătate	(4)	
	<p>Titlul citat: “Digital Marketing and Regulatory Challenges of Machine-to-Machine (M2M) Communications” - Remote Engineering and Virtual Instrumentation (REV), 2012, 9th International Conference, pages 1-5; A. Daj, C. Samoila, D. Ursutiu; ISBN citat: 978-1-4673-2540-0</p> <p>Titlul care citează: “Machine-to-Machine Service Enablement - Device Data Store model”; Print ISBN: 978-1-4673-5984-9; Autori: Cackovic, V.; Popovic, Z.; Monjas, M.-A.; Publicația: Proceedings of the 12th International Conference on Telecommunications ConTEL 2013; pp.325,332; Link: http://ieeexplore.ieee.org/xpl/abstractReferences.jsp?tp=&arnumber=6578307&url=http%3A%2F%2Fieeexplore.ieee.org%2Fxppls%2Fabs_all.jsp%3Farnumber%3D6578307 Indexare în: http://ieeexplore.ieee.org/xpl/mostRecentIssue.jsp?punumber=6573522</p>	1*4	4
	<p>Titlul citat: “Digital Marketing and Regulatory Challenges of Machine-to-Machine (M2M) Communications” - Remote Engineering and Virtual Instrumentation (REV), 2012, 9th International Conference, pages 1-5; A. Daj, C. Samoila, D. Ursutiu; ISBN citat: 978-1-4673-2540-0</p> <p>Titlul care citează: “Machine-to-machine communication for process optimization in agriculture”; Print ISBN: 978-1-4799-6721-6;</p>	1*4	4

	<p>Autori: Sebastian Gansemer; Jonas Sell; Simon Schulz; Bettina Horster; Thomas Horster-Möller; Christian Rusch; Albert Pauls; Uwe Großmann; Evren Eren; Publicația: Wireless Systems within the Conferences on Intelligent Data Acquisition and Advanced Computing Systems: Technology and Applications (IDAACS-SWS), 2014, 2nd International Symposium; Link: http://ieeexplore.ieee.org/xpl/abstractReferences.jsp?tp=&arnumber=6954622&url=http%3A%2F%2Fieeexplore.ieee.org%2Fxppls%2Fabs_all.jsp%3Farnumber%3D6954622 Indexare în: http://ieeexplore.ieee.org/xpl/mostRecentIssue.jsp?punumber=6945928</p>		
	<p>Titlul citat: “Digital Marketing and Regulatory Challenges of Machine-to-Machine (M2M) Communications” - Remote Engineering and Virtual Instrumentation (REV), 2012, 9th International Conference, pages 1-5; A. Daj, C. Samoila, D. Ursutiu; ISBN citat: 978-1-4673-2540-0</p> <p>Titlul care citează: “CAP 7 Supporting machine-to-machine (M2M) communications in long-term evolution (LTE) networks” – in Machine-to-Machine (M2M) Communications, 1st Ed.; Print Book ISBN: 9781782421023; Autori: edited by Carles Anton-Haro, Mischa Dohler; Publicația: Machine-to-Machine (M2M) Communications, 1st Edition - Architecture, Performance and Applications; Link: http://store.elsevier.com/product.jsp?isbn=9781782421108 Indexare în: https://books.google.ro/books?id=cHMmBAAQBAJ&printsec=frontcover#v=onepage&q&f=false</p>	1*4	4
	<p>Titlul citat: “Digital Marketing and Regulatory Challenges of Machine-to-Machine (M2M) Communications” - Remote Engineering and Virtual Instrumentation (REV), 2012, 9th International Conference, pages 1-5; A. Daj, C. Samoila, D. Ursutiu; ISBN citat: 978-1-4673-2540-0</p> <p>Titlul care citează: “Performance evaluation of a tunnel sharing method for accommodating M2M communication to mobile cellular networks”; Globecom Workshops (GC Wkshps), 2013 IEEE, On page(s): 157 – 162; ISSN: 2166-0077; Autori: Sakurai, S.; Hasegawa, G.; Wakamiya, N.; Iwai, T.; Publicația: Globecom Workshops (GC Wkshps); Link: http://ieeexplore.ieee.org/xpl/articleDetails.jsp?arnumber=6824979&navigation=1 Indexare în: http://ieeexplore.ieee.org/xpl/mostRecentIssue.jsp?punumber=6820092</p>	1*4	4
	<p>Titlul citat: “Digital Marketing and Regulatory Challenges of Machine-to-Machine (M2M) Communications” - Remote Engineering and Virtual Instrumentation (REV), 2012, 9th International Conference, pages 1-5; A. Daj, C. Samoila, D. Ursutiu; ISBN citat: 978-1-4673-2540-0</p> <p>Titlul care citează: “The M2M promise, what could make it happen?”, World of Wireless, Mobile and Multimedia Networks (WoWMoM), 2013 IEEE 14th International Symposium and Workshop; Print ISBN: 978-1-4673-5827-9; Autori: Laya, Andres; Markendahl, Jan; Publicația: World of Wireless, IEEE 14th International Symposium and Workshops on Mobile and Multimedia Networks (WoWMoM), 2013; Link: http://ieeexplore.ieee.org/xpl/articleDetails.jsp?arnumber=6583489&navigation=1 Indexare în: http://ieeexplore.ieee.org/xpl/mostRecentIssue.jsp?punumber=6570845</p>	1*4	4

	<p>Titlul citat: “Digital Marketing and Regulatory Challenges of Machine-to-Machine (M2M) Communications” - Remote Engineering and Virtual Instrumentation (REV), 2012, 9th International Conference, pages 1-5; A. Daj, C. Samoila, D. Ursutiu; ISBN citat: 978-1-4673-2540-0</p> <p>Titlul care citează: “Business Challenges for Internet of Things: Findings from E-Home Care, Smart Access Control, Smart Cities and Homes”; ISBN 978-952-12-2914-5; Autori: Jan Markendahl and Andrés Laya Publicația: Proceedings of 29th IMP Conference 2103, Atlanta - Industrial Marketing and Purchasing Group (IMP group). Link: http://impgroup.org/uploads/papers/8072.pdf Indexare: http://imp2013.robinson.gsu.edu/wp-content/blogs.dir/165/files/2013/08/imp2013-schedule.pdf https://scholar.google.se/citations?view_op=view_citation&hl=en&user=TDV1aosAAAAJ&citation_for_view=TDV1aosAAAAJ:2osOgNQ5qMEC</p>	1*4	4
	<p>Titlul citat: “Digital Marketing and Regulatory Challenges of Machine-to-Machine (M2M) Communications” - Remote Engineering and Virtual Instrumentation (REV), 2012, 9th International Conference, pages 1-5; A. Daj, C. Samoila, D. Ursutiu; ISBN citat: 978-1-4673-2540-0</p> <p>Titlul care citează: “Business Challenges for Services Based on New Technology - Analysis of IoT Service and Mobile Payment Cases”; ISSN 1797-8823; Autori: Andrés Laya; Jan Markendahl and Per Andersson; Publicația: “Effective, Agile and Trusted eServices Co-Creation”, Turku Centre for Computer Science, TUCS Lecture Notes 19 (2013); Link: http://www.doria.fi/bitstream/handle/10024/91642/LN19.digi.pdf?sequence=3 Indexare: http://www.springer.com/us/book/9783642398070</p>	1*4	4
	<p>Titlul citat: “Digital Marketing and Regulatory Challenges of Machine-to-Machine (M2M) Communications” - Remote Engineering and Virtual Instrumentation (REV), 2012, 9th International Conference, pages 1-5; A. Daj, C. Samoila, D. Ursutiu; ISBN citat: 978-1-4673-2540-0</p> <p>Titlul care citează: “Transformation of home care services, related working processes and business models due to introduction of mobile technology”; Autori: Jan Markendahl and Andrés Laya; Publicația: Proceedings of IMP 2014 Conference, Bordeaux, France, September 1-6, 2014; Link: http://impgroup.org/uploads/papers/8244.pdf Indexare: http://www.impcconference.com http://kth.diva-portal.org/smash/record.jsf?pid=diva2%3A920640&dswid=-4313</p>	1*4	4
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	<p>Titlul citat: “Digital Marketing and Regulatory Challenges of Machine-to-Machine (M2M) Communications” - Remote Engineering and Virtual Instrumentation (REV), 2012, 9th International Conference, pages 1-5; A. Daj, C.Samoila, D. Ursutiu; ISBN citat: 978-1-4673-2540-0</p> <p>Titlul care citează: “Sensonet: A Low-cost Open-source Sensor Network Framework”; ISBN: 978-91-7063-557-1; Autori: Benoit Herard; Morgan Richomme; Publicația: Proceedings of the 4th International Conference on M4D Mobile Communication for Development Series, ISSN 1403-8099; Link: http://erepository.uonbi.ac.ke/bitstream/handle/11295/80126/Mulwa_Barriers%20To%20Uptake%20And%20Use%20Of%20Agency%20Banking%20Products%20Targeting%20Poor%20And%20Marginalized%20.pdf?sequence=1 Indexare: http://kau.diva-portal.org/smash/record.jsf?pid=diva2%3A709233&dswid=5592</p>	1*4	4
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	<p>Titlul citat: "E-marketing tools and the new dimension of integrated marketing communications in european higher education services". Problems of Education in the 21st Century, vol. 12, pp. 36-45; Daj A. and Chirca A.; ISSN citat:1822-7864</p> <p>Titlul care citează: "Marketing Developing Electronic Commerce" Autori: A. Choca, M. Vilys; Publicația: Proceedings of the 17th Conference for Junior Researchers „Science – Future of Lithuania - Business in XXI Century”; 2014; eISSN 2029-7149; Link: http://jmk.vvf.vgtu.lt/index.php/conference/2014/paper/viewFile/105/133 Indexare: http://jmk.vvf.vgtu.lt/index.php/conference/2014</p>	1*4	4
	<p>Titlul citat: "Digital Marketing and Regulatory Challenges of Machine-to-Machine (M2M) Communications" - Remote Engineering and Virtual Instrumentation (REV), 2012, 9th International Conference, pages 1-5; A. Daj, C.Samoila, D. Ursutiu; ISBN citat: 978-1-4673-2540-0</p> <p>Titlul care citează: "Temporal load balancing of time-driven machine type communications in mobile core networks", 2015; Autori: Go Hasegawa; Takanori Iwai ; Naoki Wakamiya; Publicația: Proceedings of the 2015 IFIP/IEEE International Symposium on Integrated Network Management (IM), ISSN:1573-0077; DOI: 10.1109/INM.2015.7140333 Link: http://ieeexplore.ieee.org/xpl/abstractReferences.jsp?arnumber=7140333&searchWithin%3Dtemporal%26filter%3DAND%28p_IS_Number%3A7140257%29 Indexare: http://ieeexplore.ieee.org/xpl/mostRecentIssue.jsp?punumber=7121095</p>	1*4	4
	<p>Titlul citat: "Digital Marketing and Regulatory Challenges of Machine-to-Machine (M2M) Communications" - Remote Engineering and Virtual Instrumentation (REV), 2012, 9th International Conference, pages 1-5; A. Daj, C.Samoila, D. Ursutiu; ISBN citat: 978-1-4673-2540-0</p> <p>Titlul care citează: "Joint Bearer Aggregation and Control-Data Plane Separation in LTE EPC for Increasing M2M Communication Capacity"; 2015; Autori: Hasegawa, Go; Murata, Masayuki; Publicația: 2015 IEEE Global Communications Conference (GLOBECOM) - IEEE Globecom Workshop; DOI: 10.1109/GLOCOM.2015.7417359 Link: http://ieeexplore.ieee.org/xpl/abstractReferences.jsp?arnumber=7417359&naviga tion=1</p>	1*4	4

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	<p>Titlul citat: "Economic and Legal Aspects of Introducing Novel ICT Instruments: Integrating Sound into Social Media Marketing - From Audio Branding to Soundscaping", DAJ Alexis, Bulletin of the Transilvania University of Braşov • Vol. 6 (55) •No. 2 - 2013 - Series V; ISSN citat: 2065-2194</p> <p>Titlul care citează: "Social Media Marketing Strategy and Marketing Outcomes: A Conceptual Framework"; Autori: Chanthinok, Kriangsak; Ussahawanitichakit, Phaprukbaramee; Jhundra-indra, Prathanporn; Publicația: The Academy of Marketing Studies Proceedings 2015, Volume 19, Number 2; ISSN2150-5187; Link: http://www.alliedacademies.org/pdfs/AMS_Proceedings_Fall_2015.pdf Indexare: http://connection.ebscohost.com/c/articles/112686460/social-media-marketing-strategy-marketing-outcomes-conceptual-framework</p>	1*4	4
	<p>Titlul citat: „Digital Marketing Instruments: Using Online Communities for Product Innovation”, Recent, 2009; 10(27):227-232; Daj, A., Chirca, A. ISSN citat: 1582-0246 (2065-4529)</p> <p>Titlul care citează: "Social Technologies and Collective Intelligence" - Monograph written by 24 international researchers in the field of Social Technologies; edited by prof. dr. Aelita Skaržauskienė from Mykolas Romeris University in Vilnius, Lithuania; 628 de pagini; ISBN 978-9955-19-708-9 (print); Autori: Jacqui Ewart, Beata Krzywosz-Rynkiewicz, Edgaras Leichteris, Algimantas Mačiulis, Hamish McLean, Algis Mickunas, Birutė Mikulskienė, Gintarė Paražinskaitė, Žaneta Paunksnienė, Birutė Pitrenaitė-Žilėnienė, Rasa Rotomskienė, Andrius Stasiukynas, Anna Zalewska, Inga Žalėnienė, Michiel de Lange, Benas Brunalas, Laura Gudelytė, Marius Kalinauskas, Monika Mačiulienė, Olga Navickienė, Aelita Skaržauskienė, Viktorija Stokaitė, Rūta Tamošiūnaitė, Agnė Tvaronavičienė, Taurimas Valys; Link: http://ebooks.mruni.eu/product/social-technologies-collective-intelligence http://ebooks.mruni.eu/pdfreader/social-technologies-collective-intelligence</p>	1*4	4
	3.1.2.2 Citări în cărți - în carte de specialitate sau volum colectiv publicate în țară	(2)	
	<p>Titlul citat: "Digital Marketing and Regulatory Challenges of Machine-to-Machine (M2M) Communications" - Remote Engineering and Virtual Instrumentation (REV), 2012, 9th International Conference, pages 1-5; A. Daj, C.Samoila, D. Ursutiu; ISBN citat: 978-1-4673-2540-0</p> <p>Titlul care citează: "Cloud Computing: Caracteristici și Modele" - ACADEMIA DE STUDII ECONOMICE DIN BUCUREȘTI – Colecția Cercetare avansată postdoctorală în științe economice; 2015; Autori: Valerică GREAVU-ȘERBAN; Publicația: Cloud Computing: Caracteristici și Modele, Editura ASE. 2015, ISBN: 978-606-505-982-5; Link: https://www.researchgate.net/profile/Valerica_Greavu-Serban2/publication/289952478_Cloud_Computing_Caracteristici_si_Modele/links/5693902d08ae0f920dcea384.pdf Indexare: https://www.researchgate.net/publication/289952478_Cloud_Computing_Caracteristici_si_Modele</p>	1*2	2

	3.5 Profesor asociat/visiting/cadru didactic universitar la o universitate din străinătate, pentru o perioadă de minim 2 săptămâni sau efectuarea unui stagiul postdoctoral cu o durată de cel puțin o luna la o universitate din străinătate.	(2)	Punctaj total 3.5 =2
	Bursă de mobilitate SOCRATES pentru cadre didactice – Universitatea din TRIER, 2005, Germania – Coordonator al programului de simulare a derulării procedurii de codecizie în cazul directivei pentru libera circulație a serviciilor în cadrul Uniunii Europene - Directiva Bolkestein.	1*2	2
	3.7 Membru în academii, organizații, asociații profesionale de prestigiu, naționale și internaționale, apartenență la organizații din domeniul educației și cercetării		Punctaj total 3.7 =5
	3.7.3.2 Conducere asociații profesionale - naționale	(3)	
	Asociația: Comisia de disciplina de pe lângă Baroul Brașov - Membru al Uniunii Naționale a Barourilor din România (U.N.B.R.) - Baroul Brașov: http://www.barou-brasov.ro/membri http://www.barou-brasov.ro/pagina/comisia-disciplina	1*3	3
	3.7.4.2 Membru în asociații profesionale - naționale	(2)	
	Membru al Uniunii Naționale a Barourilor din România (U.N.B.R.) - Baroul Brașov: http://www.barou-brasov.ro/membri	1*2	2
	Punctaj total realizat - A3=88+2+5= 95		95
	Punctaj total realizat: A1+A2+A3= 17,14 + 92,63 + 95 = 204,77		

28.07.2016, Brașov

**Director de departament - M.T.S.A.I.,
Conf. univ. dr. CONSTANTIN Cristinel**

**Candidat,
lector dr. DAJ Alexis-Ion**

**Director de departament - F.C.T.E.,
Conf.univ. dr. DUGULEANĂ Constantin**