

Lista de lucrări ale candidatului BRICIU VICTOR-ALEXANDRU pentru ocuparea postului de Conferențiar universitar, poziția 13

Concurs didactic, perioadă nedeterminată - Semestrul II, anul universitar 2019 – 2020
Universitatea Transilvania din Brașov, Facultatea de Sociologie și Comunicare
Departamentul de Științe Sociale și ale Comunicării

Lista de lucrări considerate relevante pentru realizările profesionale proprii

1. BRICIU, Victor-Alexandru, 2020, *Brandingul locurilor și mediul online. Caracteristici și ipostaze identitare*, Presa Universitară Clujeană, ISBN 978-606-37-0795-7, 261 pp., <http://www.editura.ubbcluj.ro/bd/ebooks/pdf/2633.pdf>
2. BRICIU, Victor-Alexandru, MIRCEA, Ioana și BRICIU, Arabela, 2020, cap. 2 „Communication and Entrepreneurship in Romania: Dissimulation of First Impression in 30 Seconds” în Andreas Masouras, Georgios Maris and Androniki Kavoura (Eds), *Entrepreneurial Development and Innovation in Family Businesses and SMEs*, ed.: IGI Global (fosta Idea Group Publishing), ISBN 9781799836483, DOI: 10.4018/978-1-7998-3648-3, pp. 22-38, <https://www.igi-global.com/book/entrepreneurial-development-innovation-family-businesses/243744#table-of-contents>
3. BRICIU, Arabela, BRICIU, Victor-Alexandru, KAVOURA, Androniki, 2020, „Evaluating How ‘Smart’ Brașov, Romania Can Be Virtually via a Mobile Application for Cultural Tourism” în *Sustainability* 12(13), 5324; special issue: *Web 2.0 in Tourism and Hospitality Industries*, <https://doi.org/10.3390/su12135324>, ISSN 2071-1050, <https://www.mdpi.com/2071-1050/12/13/5324>, FI (2020) = 2.576
4. BRICIU, Victor-Alexandru; REZEANU, Cătălina-Ionela; BRICIU, Arabela, 2020, „Online Place Branding: Is Geography ‘Destiny’ in a ‘Space of Flows’ World?” în *Sustainability* 12(10), 4073; <https://doi.org/10.3390/su12104073>, ISSN 2071-1050, <https://www.mdpi.com/2071-1050/12/10/40733>, FI (2019) = 2.592
5. BRICIU, Victor-Alexandru, BRICIU, Arabela și GĂITAN, Ștefania-Maria, 2020, „Impression Management Through Websites: An Analysis of the Romanian Banking Industry”. In: Kavoura A., Kefallonitis E., Theodoridis P. (eds) *Strategic Innovative Marketing and Tourism. Springer Proceedings in Business and Economics*. Springer, Cham, ISBN 978-3-030-36125-9, https://doi.org/10.1007/978-3-030-36126-6_46, pp. 417-424, https://link.springer.com/chapter/10.1007%2F978-3-030-36126-6_46
6. BRICIU, Victor-Alexandru, BRICIU, Arabela și GULPE, Ana-Maria, 2019, „An Empirical Research for Identifying and Analyzing the Identity Characteristics of Different Online Destination Websites” în C. Ignatescu (ed.), *12th LUMEN International Scientific Conference Rethinking Social Action. Core Values in Practice, 15-17 May 2019, Iasi – Romania* (pp. 26-39). Iasi, Romania: LUMEN Proceedings. <https://doi.org/10.18662/lumproc.150> link carte: <https://www.cceeol.com/search/book-detail?id=798681>
7. BRICIU, Victor-Alexandru, NECHITA, Florin, DEMETER, Robert și KAVOURA, Androniki, 2019, „Minding the Gap Between Perceived and Projected Destination Image by Using Information and Communication Platforms and Software” în *International*

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8. BRICIU, Victor-Alexandru și BRICIU, Arabela, 2019, „Web 1.0 and Web 2.0 Variations of Identity Characteristics of Official Place Brands Websites”, în BIBIRI, Anca-Diana, GRĂDINARU, Camelia, GROSU, Emanuel, MIRONESCU, Andreea, PATRAȘ, Roxana (coord.), *Exploring The Digital Turn*, Proceedings of the conference *Perspectives in Humanities and Social Sciences: Hinting at Interdisciplinarity*, 5th Edition: Mapping Digital Futures (23-24 May 2018), Institute for Interdisciplinary Research, Social Sciences and Humanities Research Department, “Alexandru Ioan Cuza” University of Iași, Editura Universității „Alexandru Ioan Cuza”, ISBN 978-606-714-504-5, pp. 307-324, <http://www.editura.uaic.ro/produse/editura/carti-in-pregatire/exploring-the-digital-turn-1715/0/1>
9. BRICIU, Victor-Alexandru, DEMETER, Robert, NECHITA, Florin, KAVOURA, Androniki și BRICIU, Arabela, 2019, „A Proposed Online Platform for Ranking Place Brands Identity Characteristics of Official Tourism Websites”, în KAVOURA, Androniki, KEFALLONITIS, Efstathios, GIOVANIS, Apostolos (Eds.) *Strategic Innovative Marketing and Tourism. Springer Proceedings in Business and Economics. Springer, Cham*, ISSN 2198-7246, ISSN 2198-7254 (electronic), ISBN 978-3-030-12452-6, ISBN 978-3-030-12453-3 (eBook), Springer Nature Switzerland, pp. 755-762, DOI: https://doi.org/10.1007/978-3-030-12453-3_87, https://link.springer.com/chapter/10.1007%2F978-3-030-12453-3_87
10. BRICIU, Victor-Alexandru, BRICIU, Arabela și DEMETER, Robert, 2019, „A Tentative Model for an Online Place Branding Application Solution” în *Bulletin of the Transilvania University of Brasov*, Vol. 12(61), No. 1-2019, Series VII, Social Science and Law, ISSN 2066-7701 (Print), ISSN 2066-771X (CD-ROM), pp. 149-160, <https://doi.org/10.31926/but.ssl.2019.12.61.1.14>, http://webbut.unitbv.ro/Bulletin/Series%20VII/2019/BULETIN%20I%20PDF/21_Briciu.pdf

Teza de doctorat

1. BRICIU, Victor-Alexandru, 2015, „Brandingul locurilor și mediul online. Ipostaze și caracteristici identitare”, conducător doctorat prof. univ. dr. COMAN Mihai, profesor emerit, Școala Doctorală în Științele Comunicării, Facultatea de Jurnalism și Științele Comunicării, Universitatea din București, susținere teză 27.01.2015, doctor în domeniul Științe ale comunicării, conform Ordinului ministrului educației și cercetării științifice Nr. 3869 din 19.05.2015.

Cărți și capitole în cărți

1. BRICIU, Victor-Alexandru, 2020, *Brandingul locurilor și mediul online. Caracteristici și ipostaze identitare*, Presa Universitară Clujeană, ISBN 978-606-37-0795-7, 261 pp.
2. BRICIU, Victor-Alexandru și BRICIU, Arabela, 2020, „Social Media and Organizational Communication” (cap. 180). In Mehdi Khosrow-Pour D.B.A. (Ed.), *Encyclopedia of Organizational Knowledge, Administration, and Technology*, editura IGI Global (fosta

Idea Group Publishing), ISBN 9781799834731, DOI: 10.4018/978-1-7998-3473-1, <https://www.igi-global.com/book/encyclopedia-organizational-knowledge-administration-technology/242894>, în curs de apariție

3. BRICIU, Victor-Alexandru, MIRCEA, Ioana și BRICIU, Arabela, 2020, Capitolul 2 – „Communication and Entrepreneurship in Romania: Dissimulation of First Impression in 30 Seconds” în Andreas Masouras, Georgios Maris and Androniki Kavoura (Eds.), *Entrepreneurial Development and Innovation in Family Businesses and SMEs*, editura IGI Global (fosta Idea Group Publishing), ISBN 9781799836483, <http://doi:10.4018/978-1-7998-3648-3.ch002>, DOI: 10.4018/978-1-7998-3648-3, pp. 22-38, <https://www.igi-global.com/book/entrepreneurial-development-innovation-family-businesses/243744#table-of-contents>
4. BRICIU, Victor-Alexandru, 2015, *Incursiuni teoretico-metodologice în comunicare și relații publice*, Editura Universității Transilvania din Brașov, ISBN 978-606-19-0581-2, 101 pp.
5. BRICIU, Victor-Alexandru, „Comunicarea informațiilor și a rezultatelor de cercetare. Reguli ale prezentărilor grafice” (capitolul 9), în COMAN, Claudiu, *Informatică aplicată în științele sociale și ale comunicării*, Editura Universității Transilvania din Brașov, 2010, ISBN 978-973-598-753-4, pp. 293-360

Articole publicate în reviste din fluxul științific

1. BRICIU, Arabela și BRICIU, Victor-Alexandru, 2020, „A Cultural Perspective on Brands and Symbol Affirmation. The Theory of Cultural and Iconic Branding Reviewed” în *Bulletin of the Transilvania University of Brasov*, Vol. 13(62), No. 1-2020, Series VII, Social Science and Law, ISSN 2066-7701 (Print), ISSN 2066-771X (CD-ROM), pp. 95-102, <https://doi.org/10.31926/but.ssl.2020.13.62.1.10>, link articol: http://webbut.unitbv.ro/Bulletin/Series%20VII/2020/BULETIN%20I%20PDF/14_BRICIU.pdf
2. BRICIU, Arabela, BRICIU, Victor-Alexandru, KAVOURA, Androniki, 2020, „Evaluating How ‘Smart’ Brașov, Romania Can Be Virtually via a Mobile Application for Cultural Tourism” In *Sustainability* 12(13), 5324; special issue: *Web 2.0 in Tourism and Hospitality Industries*, <https://doi.org/10.3390/su12135324>, ISSN 2071-1050, <https://www.mdpi.com/2071-1050/12/13/5324>, FI (2020) = 2.576
3. BRICIU, Victor-Alexandru; REZEANU, Cătălina-Ionela; BRICIU, Arabela, 2020, „Online Place Branding: Is Geography ‘Destiny’ in a ‘Space of Flows’ World?”. In *Sustainability* 12(10), 4073; <https://doi.org/10.3390/su12104073>, ISSN 2071-1050, <https://www.mdpi.com/2071-1050/12/10/4073>, FI (2019) = 2.592
4. BRICIU, Victor-Alexandru, BRICIU, Arabela și GĂITAN, Ștefania-Maria, 2020, „Impression Management Through Websites: An Analysis of the Romanian Banking Industry”. In: Kavoura A., Kefallonitis E., Theodoridis P. (eds) *Strategic Innovative Marketing and Tourism. Springer Proceedings in Business and Economics*. Springer, Cham, ISBN 978-3-030-36125-9, https://doi.org/10.1007/978-3-030-36126-6_46, pp. 417-424
5. BRICIU, Arabela și BRICIU Victor-Alexandru (2020) „Participatory Culture and Tourist Experience: Promoting Destinations Through YouTube”. In: Kavoura A., Kefallonitis E., Theodoridis P. (eds) *Strategic Innovative Marketing and Tourism. Springer Proceedings in Business and Economics*. Springer, Cham, ISBN 978-3-030-36125-9, https://doi.org/10.1007/978-3-030-36126-6_47, pp. 425-433

6. BRICIU Arabela și BRICIU Victor-Alexandru (2020) „Designing the Virtual Product Experience: Learnings from Shenzhen, China and the ESUN Solutions”. In: Kavoura A., Kefallonitis E., Theodoridis P. (eds) *Strategic Innovative Marketing and Tourism. Springer Proceedings in Business and Economics*. Springer, Cham, ISBN 978-3-030-36125-9, https://doi.org/10.1007/978-3-030-36126-6_48, pp. 435-442
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8. BRICIU, Victor-Alexandru și BRICIU, Arabela, 2019, „Concept Variations on Destination, Place and Nation Marketing and Branding” în *Bulletin of the Transilvania University of Brasov*, Vol. 12(61), No. 2-2019, Series VII, Social Science and Law, ISSN 2066-7701 (Print), ISSN 2066-771X (CD-ROM), pp. 389-394, <https://doi.org/10.31926/but.ssl.2019.12.61.2.21>
9. BRICIU, Victor-Alexandru, BRICIU, Arabela și NECHITA, Florin, 2018, „Content Analysis Made Simple for Students. An Interactive Online Application Solution” în *Cognitive Science – New Media – Education*, vol. 5, nr. 2/2018, pp. 77-91, ISSN: 2543-506X, DOI: <http://dx.doi.org/10.12775/CSNME.2018.013>
10. BRICIU, Victor-Alexandru, BRICIU, Arabela și DEMETER, Robert, 2019, „A Tentative Model for an Online Place Branding Application Solution” în *Bulletin of the Transilvania University of Brasov*, Vol. 12(61), No. 1-2019, Series VII, Social Science and Law, ISSN 2066-7701 (Print), ISSN 2066-771X (CD-ROM), pp. 149-160, <https://doi.org/10.31926/but.ssl.2019.12.61.1.14>
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12. NECHITA, Florin, DEMETER, Robert, BRICIU, Victor-Alexandru, KAVOURA, Androniki, VARELAS, Sotiris, 2019, „Analysing Projected Destination Images Versus Visitor-Generated Visual Content in Brasov, Transylvania”, în KAVOURA, Androniki, KEFALLONITIS, Efstathios, GIOVANIS, Apostolos (Eds.) *Strategic Innovative Marketing and Tourism. Springer Proceedings in Business and Economics*. Springer, Cham, ISSN 2198-7246, ISSN 2198-7254 (electronic), ISBN 978-3-030-12452-6, ISBN 978-3-030-12453-3 (eBook), Springer Nature Switzerland, pp. 613-622, DOI: https://doi.org/10.1007/978-3-030-12453-3_70
13. BRICIU, Victor-Alexandru, DEMETER, Robert, NECHITA, Florin, KAVOURA, Androniki, BRICIU, Arabela, 2019, „A Proposed Online Platform for Ranking Place Brands Identity Characteristics of Official Tourism Websites”, în KAVOURA, Androniki, KEFALLONITIS, Efstathios, GIOVANIS, Apostolos (Eds.) *Strategic Innovative Marketing and Tourism. Springer Proceedings in Business and Economics*. Springer, Cham, ISSN 2198-7246, ISSN 2198-7254 (electronic), ISBN 978-3-030-

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14. BRICIU, Victor-Alexandru și GULPE, Ana-Maria, 2018, „Characteristics of Brands and Place Branding on the Internet” în *Bulletin of the Transilvania University of Brasov*, Vol. 11(60), No. 1-2018, Series VII, Social Science and Law, ISSN 2066-7701 (Print), ISSN 2066-771X (CD-ROM), pp. 113-124
 15. BRICIU, Gabriela-Arabela, BRICIU, Victor-Alexandru și PILIPINSCHI, Ana-Maria, 2017, „A Website Brand Analysis of Romanian Companies from Automotive Industry” în *Bulletin of the Transilvania University of Brasov*, Vol. 10(59), No. 1-2017, Series VII, Social Science and Law, ISSN 2066-7701 (Print), ISSN 2066-771X (CD-ROM), pp. 133-142
 16. CIOACĂ, Ruxandra-Elena și BRICIU, Victor-Alexandru, 2017, „Lactate Brădet – oportunitatea unei crize bine gestionate” în *Revista Română de Sociologie*, serie nouă, anul XXVIII, nr. 3–4, ISSN 1224-9262, ERIH+, pp. 303–317
 17. BRICIU, Victor-Alexandru și BRICIU, Arabela, 2016, „A Brief History of Brands and the Evolution of Place Branding” în *Bulletin of the Transilvania University of Brasov*, Vol. 9(58), No. 2-2016, Series VII, Social Science and Law, ISSN 2066-7701 (Print), ISSN 2066-771X (CD-ROM), pp. 137-142
 18. REZEANU, Cătălina-Ionela; BRICIU, Arabela; BRICIU, Victor-Alexandru; REPANOVICI, Angela, COMAN, Claudiu, 2016, „The Influence of Urbanism and Information Consumption on Political Dimensions of Social Capital: Exploratory Study of the Localities Adjacent to the Core City from Braşov Metropolitan Area, Romania” în *PLoS ONE* 11(1): e0144485. doi:10.1371/journal.pone.0144485, SRI (iunie 2016) = 2.098 (actualizat conform ISI Web of Science, Journal Citation Reports 2015)
 19. BRICIU, Arabela și BRICIU, Victor-Alexandru, 2013, „Theoretical Aspects Regarding the Key Factors in Building a Place Brand Strategy” în *Bulletin of the Transilvania University of Brasov*, Vol. 6(55), No. 2-2013, Series VII, Social Science and Law, ISSN 2066-7701 (Print), ISSN 2066-771X (CD-ROM), pp. 271-276
 20. BRICIU, Victor-Alexandru, 2013, „Differences between Place Branding and Destination Branding for Local Brand Strategy Development” în *Bulletin of the Transilvania University of Brasov*, Vol. 6(55), No. 1-2013, Series VII, Social Science and Law, ISSN 2066-7701 (Print), ISSN 2066-771X (CD-ROM), pp. 9-14

Lucrări publicate în volumele conferințelor naționale/ internaționale de specialitate în profilul postului

1. BRICIU, Victor-Alexandru, BRICIU, Arabela și GĂITAN, Ștefania-Maria, 2019, „The Image Management Strategy Through Social Networks. An Analysis of the Banking Environment in Romania”, în BEVANĎA, Vuk (ed.), *International Scientific Conference EMAN – Economics & Management: How to Cope with Disrupted Times - Conference Proceedings*, Ljubljana, Slovenia, March 28, 2019, pp. 583-588, ISBN 978-86-80194-17-2, editura All in One Print Center, Belgrad, DOI: <https://doi.org/10.31410/EMAN.2019.583>
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4. BRICIU, Victor-Alexandru, BRICIU, Arabela și GĂITAN, Ștefania-Maria, 2019, „New Media and Organizational Communication. A Multiple Analysis of Romanian Bank Online Environment”, în *6th International Multidisciplinary Scientific Conference on Social Sciences and Arts SGEM 2019, Conference Proceedings Volume 6, Science and Arts, Issue 6.1 – Cultural Studies, Ethnology and Folklore, Literature and Poetry, History of Arts, Contemporary Arts, Performing and Visual Arts, Architecture and Design*, Editura STEF92 Technology Ltd., Sofia, Bulgaria, ISBN 978-619-7408-75-1, ISSN 2367-5659, DOI: 10.5593/sgemsocial2019V/6.1, pp. 41-52
5. BRICIU, Victor-Alexandru și BRICIU, Arabela, 2019, „Web 1.0 and Web 2.0 Variations of Identity Characteristics of Official Place Brands Websites”, în BIBIRI, Anca-Diana, GRĂDINARU, Camelia, GROSU, Emanuel, MIRONESCU, Andreea, PATRAȘ, Roxana (coord.), *Exploring The Digital Turn, Proceedings of the conference Perspectives in Humanities and Social Sciences: Hinting at Interdisciplinarity*, 5th Edition: Mapping Digital Futures (23-24 May 2018), Institute for Interdisciplinary Research, Social Sciences and Humanities Research Department, “Alexandru Ioan Cuza” University of Iași, Editura Universității „Alexandru Ioan Cuza”, ISBN 978-606-714-504-5, pp. 307-324
6. BRICIU, Victor-Alexandru, NECHITA, Florin și BRICIU, Arabela, 2018, „Opportunities and Limitations of Online Place Branding Strategies in a Circular Economy Context” în *MIC 2018: Managing Global Diversities. Abstracts of the Joint International Conference*, Bled, Slovenia, 30 mai – 2 iunie, University of Primorska Press, Koper, Slovenia, p. 207, ISBN 978-961-7023-90-9, <http://www.hippocampus.si/ISBN/978-961-7023-90-9.pdf>
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8. BAICAN, Arabela, BRICIU, Victor-Alexandru și COMAN, Claudiu, 2008, „Dezvoltarea turismului în Brașov și implicații asupra calității vieții locuitorilor”, în PAVALACHE-ILIE, Mariela și LUCA, Marcela R. (coord.), *Simpozionul internațional Universitatea ca resursă de cercetare valorificată la nivelul comunității locale*, Brașov, Editura Universității Transilvania Brașov, ISBN 978-973-598-181-5, pp. 272-277
9. BRICIU, Victor-Alexandru și BAICAN, Arabela, 2008, „Educația ecologică și calitatea vieții în municipiul Brașov”, în PAVALACHE-ILIE, Mariela și LUCA, Marcela R. (coord.), *Simpozionul internațional Universitatea ca resursă de cercetare valorificată la nivelul comunității locale*, Brașov, Editura Universității Transilvania Brașov, ISBN 978-973-598-181-5, pp. 281-284
10. PLUGARU, Liviu; COMAN, Claudiu; NECȘOI, Dana; GURANDA, Mihaela; BRICIU, Victor-Alexandru, 2007, „Un proiect de diseminare a cercetării privind calitatea vieții la nivelul comunității locale și implicații asupra educației - PROCED”, publicat în COMAN, Claudiu [coord.], *Colocviul Internațional de Științe Sociale – ACUM 2006*, Ed. Universității „Transilvania” din Brașov, ISBN 978-973-635-862-3, pp. 140-147.

Lucrări prezentate la conferințe internaționale organizate în străinătate

1. BRICIU, Victor-Alexandru, 2019, „Opportunities and Limitations of Online Place Branding Strategies in a Circular Economy Context”, la *6th International Scientific Conference on Social Sciences, Arts & Humanities 2019*, 24 august - 1 septembrie, Maritim Paradise Blue Congress Centre, Albena, <https://sgemsocial.org/index.php/dates-deadlines/plenary-programme-2019>
2. BRICIU, Arabela și BRICIU, Victor-Alexandru, 2019, „Designing the Virtual Product Experience. Learnings from Shenzhen, China and the ESUN Solutions”, la *International Conference on Strategic Innovative Marketing and Tourism (ICSIMAT 2019)*, Chios, Grecia, 17-21 iulie, secțiunea 1a - Policies / strategies related issues in marketing, management, economics, education and hospitality, <http://icsimat.com/programme/>
3. BRICIU, Arabela și BRICIU, Victor-Alexandru, 2019, „Participatory Culture and Tourist Experience. Promoting Destinations through YouTube”, la *International Conference on Strategic Innovative Marketing and Tourism (ICSIMAT 2019)*, Chios, Grecia, 17-21 iulie, secțiunea 2b - Customers' travellers' audiences' perspectives and role, <http://icsimat.com/programme/>
4. BRICIU, Victor-Alexandru, BRICIU, Arabela și GĂITAN, Ștefania-Maria, 2019, „Impression Management Through Websites. An Analysis of the Romanian Banking Industry”, la *International Conference on Strategic Innovative Marketing and Tourism (ICSIMAT 2019)*, Chios, Grecia, 17-21 iulie, secțiunea 2a - Human resources perspectives, <http://icsimat.com/programme/>
5. BRICIU, Victor-Alexandru, BRICIU, Arabela și NECHITA, Florin, 2019, „Content Analysis Made Simple For Students. An Interactive Online Application Solution”, la *XVth International Scientific On-line Conference "New media - interactivity - creativity - education"*, Nicolaus Copernicus University in Torun, Polonia, Faculty of Education Sciences, 30 mai, Conference Part II, http://www.edukacja.torun.pl/MICE/Conf_prog.pdf
6. BRICIU, Victor-Alexandru, BRICIU, Arabela și GĂITAN, Ștefania-Maria, 2019, „The Image Management Strategy Through Social Networks. An Analysis of the Banking Environment in Romania”, la *3rd International Scientific Conference on Economics and Management – EMAN 2019*, Ljubljana, Slovenia, Hotel M, 28 martie, Distinguished guests, <https://www.eman-conference.org/>
7. BRICIU, Victor-Alexandru, 2019, „New Media and Organizational Communication. A Multiple Analysis of Romanian Bank Online Environment”, la *SGEM Vienna ART 2019, 6th International Multidisciplinary Scientific Conference on Social Sciences and Arts*, 11 - 14 aprilie, Palais Niederösterreich, Vienna, <https://www.sgemvienna.org/index.php/sgem-vienna-art-deadlines/conference-programme>
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Semnătura 