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Articole în reviste cotate ISI cu factor de impact $f < 0,1$, sau în reviste indexate în cel puțin 3, respectiv 2 din bazele de date internaționale recunoscute sau în reviste în care au avut o cotație națională B sau B+ înainte de 2011, capitole în volume publicate la edituri internaționale (A1) sau la edituri cu prestigiu recunoscut (A2)

BRICIU, Victor-Alexandru, titlu:Differences Between Place Branding and Destination Branding for Local Brand Strategy Development
 revista:Bulletin of the Transilvania University of Brasov, Vol. 6(55), No. 1-2013, Series VII issn:20667701 AnAparitie:2013 nr
 CoefM:1.5 BDI1:EBSCO BDI2:DOAJ BDI3:CEEOL ,

<http://webbut.unitbv.ro/BU2013/Series%20VII/BULETIN%20VII%20PDF/03%20Briciu.pdf>

BRICIU, Arabela și BRICIU, Victor-Alexandru, titlu:Theoretical Aspects Regarding the Key Factors in Building a Place Brand
 revista:Bulletin of the Transilvania University of Brasov, Vol. 6(55), No. 2-2013, Series VII, Social Science and Law issn:2066

- AnAparitie:2013 nrAutori:2 CoefM:1.5 BD11:EBSCO BD12:DOAJ BD13:CEEOL, http://webbut.unibv.ro/BU2013/Series%20VII/BULETIN%20VII/34_Briciu.%20Briciu%202-2013.pdf
- BRICIU, Victor-Alexandru și BRICIU, Arabela, titlu: A Brief History of Brands and the Evolution of Place Branding revista: Bulletin of the Transilvania University of Brasov, Vol. 9(58), No. 2-2016, Series VII, Social Science and Law issn:20667701 AnAparitie:2016 nrAutori:2 CoefM:1.5 BD11:EBSCO BD12:DOAJ BD13:CEEOL, http://webbut.unibv.ro/bulletin/Series%20VII/BULETIN%2012/22_Briciu.pdf
- CIOACĂ, Ruxandra-Elena și BRICIU, Victor-Alexandru, titlu: Lăcătare Brădet – oportunitatea unei crize bine gestionate revista: Revista Română de Sociologie, serie nouă, anul XXVIII, nr. 3–4 issn:12249262 AnAparitie:2017 nrAutori:2 CoefM:1 BD11:EBSCO BD12:ProQuest BD13:Index Copernicus, <https://www.revistadesociologie.ro/sites/default/files/09-rcioaca.pdf>
- BRICIU, Gabriela-Arabela, BRICIU, Victor-Alexandru și PILIPINSCHI, Ana-Maria, titlu: A Website Brand Analysis of Romanian Companies from Automotive Industry revista: Bulletin of the Transilvania University of Brasov, Series VII: Social Sciences and Law, Vol. 10 (59) No. 1 - 2017 issn:20667701 AnAparitie:2017 nrAutori:3 CoefM:1.5 BD11:EBSCO BD12:CEEOL BD13:DOAJ, http://webbut.unibv.ro/Bulletin/Series%20VII/2017/BULETIN%201%20PDF/19_Briciu.pdf
- BRICIU, Victor-Alexandru și GULPE, Ana-Maria, titlu: Characteristics of Brands and Place Branding on the Internet revista: Bulletin of the Transilvania University of Brasov Series VII: Social Sciences • Law • Vol. 11 (60) No. 1 - 2018 issn:20667701 AnAparitie:2018 nrAutori:2 CoefM:1.5 BD11:EBSCO BD12:CEEOL BD13:DOAJ, <http://webbut.unibv.ro/Bulletin/Series%20VII/2018/BULETIN%201%20PDF/16%20Briciu.pdf>
- BRICIU, Victor-Alexandru, DEMETER, Robert, NECHITA, Florin, KAVOURA, Androniki, BRICIU, Arabela, titlu: A Proposed Online Platform for Ranking Place Brands Identity Characteristics of Official Tourism Websites revista: Strategic Innovative Marketing and Tourism, Springer Proceedings in Business and Economics issn:21987246 AnAparitie:2019 nrAutori:5 CoefM:2, https://doi.org/10.1007/978-3-030-12453-3_87
- NECHITA, Florin, DEMETER, Robert, BRICIU, Victor-Alexandru, KAVOURA, Androniki, VARELAS, Sotiris, titlu: Analysing Projected Destination Images Versus Visitor-Generated Visual Content in Brasov, Transilvania revista: Strategic Innovative Marketing and Tourism, Springer Proceedings in Business and Economics issn:21987246 AnAparitie:2019 nrAutori:5 CoefM:2, https://doi.org/10.1007/978-3-030-12453-3_70
- BRICIU, Victor-Alexandru, NECHITA, Florin, DEMETER, Robert și KAVOURA, Androniki, titlu: Minding the Gap Between Perceived and Projected Destination Image by Using Information and Communication Platforms and Software revista: International Journal of Computational Methods in Heritage Science (IJCMHS), Special Issue on ICT in Culture and Tourism (With Revised and Extended Papers From International Conference on Strategic Innovative Marketing and Tourism 2018) issn:24735345, DOI: 10.4018/IJCMHS.2019070101, <https://www.ijcmhs-global.com/article/minding-the-gap-between-perceived-and-projected-destination-image-by-using-information-and-communication-platforms-and-software/232188>
- BRICIU, Victor-Alexandru, BRICIU, Arabela și DEMETER, Robert, titlu: A Tentative Model for an Online Place Branding Application Soluția revista: Bulletin of the Transilvania University of Brasov, Vol. 12(61), No. 1-2019, Series VII, Social Science and Law issn:20667701 AnAparitie:2019 nrAutori:3 CoefM:1.5 BD11:EBSCO BD12:ProQuest BD13:CEEOL, <https://doi.org/10.31926/but.ssi.2019.12.61.1.14>
- BRICIU, Victor-Alexandru și BRICIU, Arabela, titlu: Concept Variations on Destination, Place and Nation Marketing and Branding revista: Bulletin of the Transilvania University of Brasov, Vol. 12(61), No. 2-2019, Series VII, Social Science and Law issn:20667701 AnAparitie:2019 nrAutori:2 CoefM:1.5 BD11:EBSCO BD12:ProQuest BD13:CEEOL, <https://doi.org/10.31926/but.ssi.2019.12.61.2.21>, http://webbut.unibv.ro/Bulletin/Series%20VII/2019/BULETIN%2012/28_Briciu-Briciu_BUT%202-2019.pdf

13	BRICIU, Victor-Alexandru, BRICIU, Arabela și GĂITAN, Ștefania-Maria, titlu: Impression Management Through Websites: An Analysis of the Romanian Banking Industry revista: Strategic Innovative Marketing and Tourism, 8th ICSIMAT, Northern Aegean, Greece, 2019, Springer Proceedings in Business and Economics issn: 21987246 AnApariție: 2020 nrAutori: 3 CoefM: 2, https://doi.org/10.1007/978-3-030-36126-6_46 , https://link.springer.com/chapter/10.1007%2F978-3-030-36126-6_46	(2*2/[3])	1,333
	BRICIU, Arabela și BRICIU Victor-Alexandru, titlu: Participatory Culture and Tourist Experience: Promoting Destinations Through YouTube revista: Strategic Innovative Marketing and Tourism, 8th ICSIMAT, Northern Aegean, Greece, 2019, Springer Proceedings in Business and Economics issn: 21987246 AnApariție: 2020 nrAutori: 2 CoefM: 2, https://doi.org/10.1007/978-3-030-36126-6_47 , https://link.springer.com/chapter/10.1007%2F978-3-030-36126-6_47	(2*2/[2])	2
13	BRICIU Arabela și BRICIU Victor-Alexandru, titlu: Designing the Virtual Product Experience: Learnings from Shenzhen, China and the ESUN Solutions revista: Strategic Innovative Marketing and Tourism, 8th ICSIMAT, Northern Aegean, Greece, 2019, Springer Proceedings in Business and Economics issn: 21987246 AnApariție: 2020 nrAutori: 2 CoefM: 2, https://doi.org/10.1007/978-3-030-36126-6_48 , https://link.springer.com/chapter/10.1007%2F978-3-030-36126-6_48	(2*2/[2])	2
	Carti publicate ca unic autor	TOTAL	19,933
16	BRICIU Victor-Alexandru, titlu: Brandingul Locurilor si mediul online. Caracteristici si ipostaze identitare editura: Presa Universitară Clujeană isbn: 978-606-37-0795-7 CoefM: 1 AnApariție: 2020 TotalNrPagini: 261, http://www.editura.ubbcluj.ro/bd/ebooks/pdf/2633.pdf	(10*[1])	10
	Studii/capitole, avand n autori, in volume colective (volume cu ISBN)	TOTAL	10
16	COMAN, Claudiu și BRICIU, Victor-Alexandru, titlu: Christian Values vs Contemporary Values titluS: Predictors of Life Satisfaction in Brasov, Romania NrPagini: 14 editura: Didactica si Pedagogica, R. A. isbn: 978-973-30-3750-7 CoefM: 1.5 AnApariție: 2014 NrAutori: 2 TotalNrPagini: 300, https://www.researchgate.net/profile/Georgeta_Rata/publication/284446176_Christian_Values_vs_Contemporary_Values/links/56535b1b08acea1fe2aabb2616/Christian-Values-vs-Contemporary-Values.pdf#page=219	(2*[1.5]/[2])	1.5
	BRICIU, Victor-Alexandru și BRICIU, Arabela, titlu: 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) titluS: Web 1.0 and Web 2.0 Variations of Identity Characteristics of Official Place Brands Websites NrPagini: 18 editura: Editura Universităţii „Alexandru Ioan Cuza” din Iasi isbn: 978-606-714-504-5, http://www.editura.iuic.ro/produse/editura/carti-in-pregatie/exploring-the-digital-turn-1715/0/1	(2*[1.5]/[2])	1.5
16	BRICIU, Victor-Alexandru și BRICIU, Arabela, titlu: Encyclopedia of Organizational Knowledge, Administration, and Technology (5 Volumes) titluS: cap. 180 Social Media and Organizational Communication NrPagini: 11 editura: IGI Global (fosta Idea Group Publishing) isbn: 9781799834731 CoefM: 2 AnApariție: 2020 NrAutori: 2 TotalNrPagini: 4000, în curs de apariție, https://www.igi-global.com/book/encyclopedia-organizational-knowledge-administration-technology/242894	(2*[2]/[12])	2
	BRICIU, Victor-Alexandru, BRICIU, Arabela și GULPE, Ana-Maria, titlu: 12th LUMEN International Scientific Conference Rethinking Social Action, Core Values in Practice, 15-17 May 2019, Iasi – Romania titluS: An Empirical Research for Identifying and Analyzing the Identity Characteristics of Different Online Destination Websites NrPagini: 13 editura: Editura Lumen, Asociația Lumen isbn: 978-1-910129-21-0 CoefM: 1.5 AnApariție: 2019 NrAutori: 2 TotalNrPagini: 385, https://doi.org/10.18662/limproc.150 , https://www.cceol.com/search/book-detail?id=798681	(2*[1.5]/[2])	1.5
16	BRICIU, Victor-Alexandru, BRICIU, Arabela și GĂITAN, Ștefania-Maria, titlu: International Scientific Conference EMAN – Economics & Management: How to Cope with Disrupted Times - Conference Proceedings titluS: The Image Management Strategy Through	(2*[1.5]/[3])	1

Social Networks. An Analysis of the Banking Environment in Romania NrPagini:5 editura: All in One Print Center, Belgrad isbn:978-86-80194-17-2 CoefM:1.5 AnAparitie:2019 NrAutori:3 TotalNrPagini:748, https://doi.org/10.31410/EMAN.2019.583 , https://eprints.conference.org/wp-content/uploads/2019/12/Briciu_G%C4%83tan_THE-IMAGE-MANAGEMENT-STRATEGY-THROUGH-SOCIAL-NETWORKS-AN-ANALYSIS-OF-THE-BANKING-ENVIRONMENT-IN-ROMANIA_pp_583-588.pdf	
BRICIU, Victor-Alexandru și BRICIU, Arabela, titlu:6th SWS International Scientific Conference on Social Sciences 2019, Conference Proceedings Volume 6, Issue 2 – Economics & amp; Finance, Business & amp; Management titluS: Opportunities and Limitations of Online Place Branding Strategies in a Circular Economy Context NrPagini:13 editura: STEF92 Technology Ltd., Sofia, Bulgaria isbn:978-619-7408-92-8 CoefM:1.5 AnAparitie:2019 NrAutori:2, DOI: 10.5593/SWS.ISCSS.2019.2/S04.028, https://sgemsocial.org/index.php/elibrary-research-areas/view=publication&task=show&id=4108	(2*[1.5]/2 1)
BRICIU, Victor-Alexandru, BRICIU, Arabela și GĂITAN, Ștefania-Maria, titlu: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 titluS: New Media and Organizational Communication. A Multiple Analysis of Romania, Editura STEF92 Technology Ltd., Sofia, Bulgaria, ISBN 978-619-7408-75-1, ISSN 2367-5659, DOI: 10.5593/sgemsocial2019V/6.1, pp. 41-52, https://sgemsocial.org/index.php/conference-topics/research?view=publication&task=show&id=3831	(2*[1.5]/3 1)
BAICAN, Arabela, BRICIU, Victor-Alexandru și COMAN, Claudiu, titlu: Simpozionul internațional Universitatea ca resursă de cercetare valorificată la nivelul comunității locale titluS: Dezvoltarea turismului în Brașov și implicații asupra calității vieții locuitorilor NrPagini: 5 editura: Editura Universității Transilvania Brașov isbn:978-973-598-181-5 CoefM:1 AnAparitie:2008 NrAutori:3 TotalNrPagini:300, https://www.worldcat.org/title/simpozionul-international-universitatea-ca-resursa-de-cercetare-valorificata-la-nivelul-comunitatii-locale-29-noiembrie-1-decembrie-2007-brasov/oclc/895256551	(2*[11]/3) 1)
BRICIU, Victor-Alexandru și BAICAN, Arabela, titlu: Simpozionul internațional Universitatea ca resursă de cercetare valorificată la nivelul comunității locale titluS: Educația ecologică și calitatea vieții în municipiul Brașov NrPagini:3 editura: Editura Universității Transilvania Brașov isbn:978-973-598-181-5 CoefM:1 AnAparitie:2008 NrAutori:2 TotalNrPagini:300, https://www.worldcat.org/title/simpozionul-international-universitatea-ca-resursa-de-cercetare-valorificata-la-nivelul-comunitatii-locale-29-noiembrie-1-decembrie-2007-brasov/oclc/895256551	(2*[11]/(2))
BRICIU, Victor-Alexandru, MIRCEA, Ioana și BRICIU, Arabela, titlu: Entrepreneurial Development and Innovation in Family Businesses and SMEs titluS: Chapter 2 Communication and Entrepreneurship in Romania: Dissimulation of First Impression in 30 Seconds NrPagini:17 editura: IGI Global (Iosia Idea Group Publishing) isbn:9781799836483 CoefM:2 AnAparitie:2020 NrAutori:3 TotalNrPagini:312, https://www.igi-global.com/book/entrepreneurial-development-innovation-family-businesses/243744#table-of-contents	(2*[2]/(3))
TOTAL	12,999
Lucrari publicate in volumele unor conferinte (cu ISSN) sau indexate in cel putin una dintre bazele de date internationale recunoscute, traduceri ale unor lucrari fundamentale din domeniul stiintelor sociale	
BRICIU, Victor-Alexandru, BRICIU, Arabela și NECHITA, Florin, titlu A-Content Analysis Made Simple for Students. An Interactive Online Application Solution conf: XVth International Scientific On-line Conference New media - interactivity - creativity - education, Niclaus Copernicus University in Torun, Polonia, Faculty of Education Sciences, 30 mai în <i>Cognitive Science – New Media – Education</i> , vol. 5, nr. 2/2018, pp. 77-91, ISSN: 2543-506X, DOI: http://dx.doi.org/10.12775/CSNME.2018.013 CoefM:1 AnAparitie:2019 NrAutori:3 TotalNrPagini:15, https://apcz.umk.pl/czasopisma/index.php/CSNME/article/view/CSNME.2018.013	(1*[11]/(3))
TOTAL	0,333

Citari ale publicatiilor candidatului in articole publicate in reviste cotate ISI, in carti, capitole de carti sau volume ori reviste indexate in baze de date internationale (nu se iau in considerare autocitările)

BRICIU, Victor-Alexandru, titluciat: Differences between Place Branding and Destination Branding for Local Brand Strategy Development. In: Bulletin of the Transilvania University of Brasov 2013, Vol. 6(55), No. 1, Series VII, p. 9-14 issn: 20667701, NECHITA, Florin, titlu: THE NEW CONCEPTS SHAPING THE MARKETING COMMUNICATION STRATEGIES OF MUSEUMS revista Bulletin of the Transilvania University of Brasov Series VII, Vol. 7 (56), No. 1, 2014, pp. 269-278, http://webbut.unibv.ro/BU2013/2014/Series_VII/BULLETIN%20VII%20PDF/29_NECHITA%201-2014.pdf	((0.2+4*0) *2/1)	0.4
BRICIU, Arabela și BRICIU, Victor-Alexandru, titluciat: Theoretical aspects regarding the key factors in building a place brand strategy issn: 20667701, NECHITA, Florin, titlu: Bidding for the European Capital of Culture: Common Strengths and Weaknesses at the Pre-Selection Stage revista: BULLETIN OF THE TRANSILVANIA UNIVERSITY OF BRASOV VOL.8 (57), No.1-2015 SERIES VII - SOCIAL SCIENCES ? LAW issn: 20667701, AnAparitie: 2015, http://webbut.unibv.ro/Bulletin/Series%20VII/BULLETIN%201%20PDF/17_Nechita%20F.pdf	((0.2+4*0) *2/2)	0.2
BRICIU, Victor-Alexandru, titluciat: Differences between Place Branding and Destination Branding for Local Brand Strategy Development issn: 20667701, TUKAMUSHABA, Eddy K., XIAO, Honggen, LADKIN Adele, titlu: The effect of tourists' perceptions of a tourism product on memorable travel experience: Implications for destination branding revista: European Journal of Tourism, Hospitality and Recreation The Journal of Polytechnic Institute of Leiria issn: 218249, 7(1), 2016, pp. 2-12, https://doi.org/10.1515/ejtr-2016-0001	((0.2+4*0) *2/1)	0.4
BRICIU, Victor-Alexandru, titluciat: Differences between place branding and destination branding for local brand strategy development issn: 20667701, HERLE, Flavia-Andreea, titlu: The Impact of Destination Image on Tourists' Satisfaction and Loyalty in the Context of Domestic Tourism revista: Marketing from information to decision Journal, de Gruyter, MTD Journal issn: 26013983, AnAparitie: 2018, https://econ.uibcluj.ro/mtd/journal/abstracting.php sau https://content.sciendo.com/view/journals/mtd/issue-overview.xml , vol. 1, nr. 2, pp. 14-26	((0.2+4*0) *2/1)	0.4
BRICIU, Victor-Alexandru și BRICIU, Arabela, titluciat: A Brief History of Brands and the Evolution of Place Branding issn: 20667701, INAÇ, Hüsnüettin și YACAN, İbrahim, titlu: The Branding Process Of Countries And The Concept Brand revista: Uluslararası Yönetim Akademisi Dergisi (International Journal of Management Academy) issn: 26368048, AnAparitie: 2018, vol. 3, nr. 1, 2018, pp. 317-331, http://dergipark.gov.tr/maui , http://dergipark.gov.tr/download/article-file/626360	((0.2+4*0) *2/2)	0.2
titluciat: A Brief History of Brands and the Evolution of Place Branding issn: 20667701 isbn: 20667701 titlu: City Government In the Context Of Urbanization And Branding Facts revista: Uluslararası Yönetim Akademisi Dergisi (International Journal of Management Academy) issn: 26368048 isbn: AnAparitie: 2018 nr.Autori: 2	((0.2+4*0) *2/2)	0.2
BRICIU, Arabela și BRICIU, Victor-Alexandru, titluciat: Theoretical Aspects Regarding the Key Factors in Building a Place Brand Strategy issn: 20667701, GÜZ, Hanife, ŞAHİN, Gözde, titlu: YER MARKASI SARMALINDAN ISTANBUL MARKASI OLUŞTURMADA ÇAĞRIŞIMSAL SERMAYE ALANLARINA İLİŞKİN RETORİKSEL BİR ANALİZ revista: Uluslararası Sosyal Bilimler Dergisi - International Journal of Social Sciences (INJOSS), issn: 26186284, AnAparitie: 2018, vol. 1(2), 2018, pp. 360-379, http://usb.dergi.comu.edu.tr/ , http://dergipark.gov.tr/download/article-file/523443	((0.2+4*0) *2/2)	0.2
BRICIU, Victor-Alexandru, titluciat: Differences between Place Branding and Destination Branding for Local Brand Strategy Development issn: 20667701, NECHITA, F., CANDREA, A. N., CSISZÉR, A., TANAKA, H., titlu: Valorizing Intangible Cultural Heritage Through Community-Based Tourism in Lăpuș Land, Transilvania revista: Bulletin of the Transilvania University of Brasov, Series VII, Vol. 11 (60), No. 1, 2018, pp. 65-74 issn: 20667701 isbn: AnAparitie: 2018, http://webbut.unibv.ro/Bulletin/Series%20VII/2018/BULLETIN%201%20PDF/10%20Nechita.pdf	((0.2+4*0) *2/1)	0.4

BRICIU, Victor-Alexandru, titluciat: Differences between place branding and destination branding for local brand strategy development issnciat:20667701, AMAKHE, Emeke, titlu:Branding Lagos through regeneration of historical physical features revista: Journal of Urban Regeneration & Renewal, Volume 10 / Number 1 / Autumn/Fall 2016, pp. 50-57(8) issnciteaza: 17529638, AnAparitie:2016, https://www.ingentaconnect.com/content/hsp/jurr/2016/00000010/00000001/art00006#Refs	((0.2+4*0) *2/1)	0.4
REZEANU, C.-I., BRICIU, A., BRICIU, V., REPANOVICI, A., COMAN, C., titluciat: The Influence of Urbanism and Information Consumption on Political Dimensions of Social Capital: Exploratory Study of the Localities Adjacent to the Core City from Brasov Metropolitan Area, Romania issnciat: 19326203, MAJETIC, F., RAJTER, M., DEVIC, M., titlu: Differences in Social Capital Across the Croatian Population Based on the Level of Settlement Urbanisation revista: REVISTA ZA SOCIOLOGIJU 47 (2017), 1, pp. 37-63, https://doi.org/10.5613/rzs.47.1.2	((0.2+4*0) *2/5)	0.08
BRICIU, Victor-Alexandru, titluciat: Differences between place branding and destination branding for local brand strategy development issnciat:20667701, ENDONG, Floribert Patrick C., titlu: Nation Branding and Tourism Development in Nigeria in Rahmat Hashim, Mohd Haifz Mohd Haniffah și Mohd Raziff Jamaluddin (coord.), Positioning and Branding Tourism Destinations for Global Competitiveness, IGI Global, Hershey PA, 2019, pp. 256-276, isbn: 9781522572534 AnAparitie:2019, http://doi:10.4018/978-1-5225-7253-4.ch011	((0.2+4*0) *2/1)	0.4
BRICIU, Victor-Alexandru și BRICIU, Arabela, titluciat: A Brief History of Brands and the Evaluation of Place Branding, Bulletin of the Transilvania University of Brasov, 9(58), 137-142 issnciat: 20667701, UR REHMAN, F., MD YUSOFF, R. B., ISMAIL, F. B., și JAVED, F., titlu: What is Brand? Some Insights in the Historical Development revista: Information Management and Business Review issnciteaza: 22203796 isbn: AnAparitie:2018, https://doi.org/10.22610/imbr.v10i4.2642	((0.2+4*0) *2/1)	0.4
BRICIU, Victor-Alexandru, titluciat: Differences between Places Branding and Destination Branding Strategy Development issnciat:20667701, IOSUB, Irina, PLATON, Otilia-Elena, NEACȘU, Monica-Nicoleta, FRUTH, Andreas titlu: CONTRIBUTIONS TO THE SUSTAINABLE DEVELOPMENT OF ROMANIAS TOURISM BRAND revista: BASIQ INTERNATIONAL CONFERENCE: NEW TRENDS IN SUSTAINABLE BUSINESS AND CONSUMPTION 2017 Book Series: Proceedings of BASIQ issnciteaza: 2457483X, AnAparitie:2017, https://basiq.ro/papers/2017/10sub.pdf	((0.2+4*0) *2/2)	0.2
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REZEANU, C.-I., BRICIU, A., BRICIU, V., REPANOVICI, A., COMAN, C., titluciat: The Influence of Urbanism and Information Consumption on Political Dimensions of Social Capital: Exploratory Study of the Localities Adjacent to the Core City from Brasov Metropolitan Area, Romania issnciat: 19326203, Koval, V.N., Vasilyev, S.A., Zenin, S.S., titlu: Territory as a feature of the state in terms of modern public relations development revista: International Journal of Innovative Technology and Exploring Engineering, Volume 8, Issue 9, 1 January 2019, Pages 2075-2079, DOI:10.35940/ijitee.I8316.078919	((0.2+4*0) *2/5)	0.08
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BRICIU, Victor-Alexandru, titluciat: Differences between Place Branding and Destination Branding for Local Brand Strategy Development, Bulletin of the Transilvania of Brasov, Series VII: Social Sciences and Law, 6(55)(1), 9-14 issnciat: 20667701, KÁDÁR, Mágor și BENEDEK, István, titlu: PRELIMINARY ANALYSIS FOR PLACE BRANDING AND PROMOTION OF THE WESTERN REGION OF SÁLAJ COUNTY, ROMANIA revista: TERRITORIAL IDENTITY AND DEVELOPMENT Volume 4 / No. 1, pp. 50-72, DOI:	((0.2+4*0) *2/1)	0.4

http://doi.org/10.23740/TID120193		
BRICIU, Victor-Alexandru, titluciat: Differences between Place Branding and Destination Branding for Local Brand Strategy Development. Bulletin of the Transylvania of Brasov, Series VII: Social Sciences and Law, 6(55)(1), 9-14 issnuciat: 20667701, LOURANTOS, Nicholas și KYRIAZOPOULOS, Evagelos, titlu: Greek Island Image Branding and Its Peculiarities: Examining the Island of Kythera revista: Semiotics and Visual Communication III: Cultures of Branding, Cambridge Scholars Publishing, Newcastle upon Tyne, pp. 260-278, https://books.google.ro/books?id=5Fe-DwAAQBAJ&lpg=PA260&ots=GgSW-Lva0Q&dq=Greek%20Island%20Image%20Branding%20and%20Its%20Peculiarities%3A%20Examining%20the%20Island%20of%20Kyther&pg=PR1#v=onepage&q&f=false	((0.2+4*0) *2/1)	0,4
BRICIU, Victor-Alexandru, titluciat: Differences between Place Branding and Destination Branding for Local Brand Strategy Development. Bulletin of the Transylvania of Brasov, Series VII: Social Sciences and Law, 6(55)(1), 9-14 issnuciat: 20667701, NAKONECHNYKH, V., ZHURAVLEVA, M., SIVKOVA, A. & VOLOKHOVA, S., titlu: The Impact of the Territorial Marketing On Highlighting The Brand «Baikal» in the Baikal Region revista: GeoJournal of Tourism and Geosites, 27(4), pp. 1271-1279, https://doi.org/10.30892/ge.27413-432	((0.2+4*0) *2/1)	0,4
BRICIU, Victor-Alexandru, titluciat: Differences between Place Branding and Destination Branding for Local Brand Strategy Development. Bulletin of the Transylvania of Brasov, Series VII: Social Sciences and Law, 6(55)(1), 9-14 issnuciat: 20667701, DILAVERI S., KARITSIOTI N., KARGAS A., titlu: Using Cultural Elements for a Successful City Branding: The Case Study of Hydra Island revista: Cultural and Tourism Innovation in the Digital Era. Springer Proceedings in Business and Economics. Springer, Cham, pp. 413-429, https://doi.org/10.1007/978-3-030-36342-0_33	((0.2+4*0) *2/1)	0,4
BRICIU, Victor-Alexandru, titluciat: Differences between Place Branding and Destination Branding for Local Brand Strategy Development. Bulletin of the Transylvania of Brasov, Series VII: Social Sciences and Law, 6(55)(1), 9-14 issnuciat: 20667701, Mitigayna, V. A., Novikova, E. Yu, Makhortova, T. Yu, Volkova, I. D., titlu: Texts of tourism branding as object of translation revista: Proceedings of the 7th International Scientific and Practical Conference Current issues of linguistics, Book Series: Advances in Social Science Education and Humanities Research, https://www.atlantia-press.com/proceedings/cidiah-17/25886123	((0.2+4*0) *2/1)	0,4
LADEA M, SZÖKE A, BRAN M, BAUDIN G, SLAVU R, PIRLOG MC, BRICIU V, UDRISTOIU I, SCHÜRRHOFF F, FERCHIOU A, titluciat: Schizotypal Personality Questionnaire-Brief. Effect of invalid responding on factor structure analysis and scores of schizotypy issnuciat: 00137006, BEJEROT, Susanne, WALLÉN, Johan, MANOUILENKO, Irina, HESSELMARK, Eva și ELWIN, Marie, titlu: Schizotypal traits in Swedish speaking psychiatric patients and non-psychiatric controls revista: Nordic Journal of Psychiatry issnuciat: 08039488, AnAparitie: 2020, FI (2018)= 2.061, https://doi.org/10.1080/08039488.2020.1729856	((0.2+4*2. 061)*2/10)	1.688
BRICIU V.-A., NECHITA F, DEMETER R, KAVOURA A, titluciat: Minding the gap between perceived and projected destination image by using information and communication platforms and software issnuciat: 24735345, PAPATHANASIOU-ZUHT D., DI RUSSO A., CINAR K., titlu: Exploring Human Cognitive Architecture to Design a New Cultural Narrative for Non-captive Audiences: The TOURiBOOST Project revista: Strategic Innovative Marketing and Tourism. Springer Proceedings in Business and Economics, https://doi.org/10.1007/978-3-030-36126-6_54	((0.2+4*0) *2/4)	0,1
NECHITA F, DEMETER R, BRICIU V.-A, KAVOURA A, VARELAS S, titluciat: Projected destination images versus visitor-generated visual content in Brasov issnuciat: 978-3-030-12452-6, NYVLT V., LIZBETNOVA L., titlu: Mental Maps and Their Potential for Tourism: A Case Study of Czech Municipality revista: Strategic Innovative Marketing and Tourism. Springer Proceedings in Business and Economics issnuciat: 978-3-030-36125-9 AnAparitie: 2020, https://doi.org/10.1007/978-3-030-36126-6_39	((0.2+4*0) *2/5)	0,08
BRICIU V.-A., NECHITA F, DEMETER R, KAVOURA A, titluciat: Minding the gap between perceived and projected destination image by using information and communication platforms and software issnuciat: 24735345, MAVINI C., titlu: Redefining City Experiences and Thematic	((0.2+4*0) *2/4)	0,1

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lxii-no-12020&Itemid=16">http://jesp.ugp-plotesti.ro/index.php?option=com_phocadownload&view=category&id=33:journal-vol-x- lxii-no-12020&Itemid=16			
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Lucrari prezentate la conferinte internationale organizate in strainatate	TOTAL	51,736	
NECHITA, Florin, CANDREA, Adina Nicoleta, BRICIU, Victor-Alexandru, SANDRU, Codrina, titluC: The candidacy for the European Capital of Culture title: an opportunity for destination branding or for social engagement? denumireconf: European Sociological Association 12th Conference - Differences, inequalities and sociological imagination localiteconf: Praga, 25-28 august, sect. RN07S077/Culture and Commerce din 27.08.2015 AnAparitie: 2015, http://esa12thconference.eu/sites/esa12thconference.eu/files/esa_2015_book_of_abstracts.pdf	(1)	1	
BRICIU, Victor-Alexandru, DEMETER, Robert, NECHITA, Florin, KAVOURA, Androniki, BRICIU, Arabela, titluC: A Proposed Online Platform for Ranking Place Brands Identity Characteristics of Official Tourism Websites denumireconf: International Conference on Strategic Innovative Marketing and Tourism ICSIMAT 2018 localiteconf: Vouliagmeni, Atena AnAparitie: 2018, http://icsimat.com/programme/	(1)	1	
NECHITA, Florin, DEMETER, Robert, BRICIU, Victor-Alexandru, KAVOURA, Androniki, VARELAS, Sotiris, titluC: Analysing Projected Destination Images Versus Visitor-Generated Visual Content in Brasov, Transylvania denumireconf: International Conference on Strategic Innovative Marketing and Tourism ICSIMAT 2018 localiteconf: Vouliagmeni, Atena AnAparitie: 2018, http://icsimat.com/programme/	(1)	1	
BRICIU, Victor-Alexandru, NECHITA, Florin și BRICIU, Arabela, titluC: Opportunities and Limitations of Online Place Branding Strategies in a Circular Economy Context denumireconf: Management International Conference MIC 2018 localiteconf: Bled, Slovenia AnAparitie: 2018, http://mic.fm-kp.si/programme/sessions/timetable	(1)	1	
BRICIU, Victor-Alexandru, BRICIU, Arabela și NECHITA, Florin titluC: Virtual Space, Web 1.0 and Web 2.0 from a Sociological Perspective on McDonaldisation of Society and Education denumireconf: XIV International On-line Conference "Virtuality and education - future perspectives", Nicolaus Copernicus University in Torun localiteconf: Torun, Polonia AnAparitie: 2018, http://www.edukacja.torun.pl/WEP/Conf_prog.pdf	(1)	1	
BRICIU, Victor-Alexandru, titluC: New Media and Organizational Communication. A Multiple Analysis of Romanian Bank Online Environment denumireconf: SGEM Vienna ART 2019, 6th International Multidisciplinary Scientific Conference on Social Sciences and Arts, 11 - 14 aprilie, Palais Niederösterreich localiteconf: Vienna AnAparitie: 2019, <a href="https://www.sgemvienna.org/index.php/sgem-vienna-art-
deadlines/conference-programme">https://www.sgemvienna.org/index.php/sgem-vienna-art- deadlines/conference-programme	(1)	1	
BRICIU, Victor-Alexandru, BRICIU, Arabela și GĂITAN, Ștefania-Maria, titluC: The Image Management Strategy Through Social Networks. An Analysis of the Banking Environment in Romania denumireconf: 3rd International Scientific Conference on Economics and Management - EMAN 2019 localiteconf: Ljubljana, Slovenia, Hotel M AnAparitie: 2019, https://www.eman-conference.org/	(1)	1	
BRICIU, Victor-Alexandru, BRICIU, Arabela și NECHITA, Florin, titluC: Content Analysis Made Simple For Students. An Interactive Online Application Solution denumireconf: XVth International Scientific On-line Conference New media - interactivity - creativity - education, Nicolaus Copernicus University in Torun localiteconf: Torun, Polonia AnAparitie: 2019, http://www.edukacja.torun.pl/MICE/Conf_prog.pdf	(1)	1	
BRICIU, Victor-Alexandru, BRICIU, Arabela și GĂITAN, Ștefania-Maria, titluC: Impression Management Through Websites. An Analysis of	(1)	1	

the Romanian Banking Industry denumireconf:International Conference on Strategic Innovative Marketing and Tourism (ICSIMAT 2019) locatieconf:Chios, Grecia, 17-21 iulie, sectiunea 2a - Human resources perspectives AnAparitie:2019, http://icsimat.com/programme/					
BRICIU, Arabela și BRICIU, Victor-Alexandru, titluC:Participatory Culture and Tourist Experience. Promoting Destinations through YouTube denumireconf:International Conference on Strategic Innovative Marketing and Tourism (ICSIMAT 2019) locatieconf:Chios, Grecia, 17-21 iulie, sectiunea 2b - Customers' travellers' audiences' perspectives and role AnAparitie:2019, http://icsimat.com/programme/	(1)				1
BRICIU, Arabela și BRICIU, Victor-Alexandru, titluC:Designing the Virtual Product Experience. Learnings from Shenzhen, China and the ESUN Solutions denumireconf:International Conference on Strategic Innovative Marketing and Tourism (ICSIMAT 2019) locatieconf:Chios, Grecia, 17-21 iulie, sectiunea 1a - Policies / strategies related issues in marketing, management, economics, education and hospitality. AnAparitie:2019, http://icsimat.com/programme/	(1)				1
BRICIU, Victor-Alexandru, titluC:Opportunities and Limitations of Online Place Branding Strategies in a Circular Economy Context denumireconf:6th International Scientific Conference on Social Sciences, Arts & Humanities 2019, 24 august - 1 septembrie locatieconf:Maritim Paradise Blue Congress Centre, Albena, Bulgaria AnAparitie:2019, https://segsocial.org/index.php/dates-deadlines/plenary-programme-2019	(1)				1
Lucrări prezentate la conferințe internaționale organizate în țară	TOTAL	12			
COMAN, Claudiu și BRICIU, Victor-Alexandru, titluC:Predictors of Life Satisfaction in Braşov, Romania denumireconf:Conferința Internațională creștină „Puterea de a fi alfel”, Timișoara, 30-31 octombrie, prima ediție, Universitatea de Vest din Timișoara locatieconf:Timișoara AnAparitie:2014, http://www.pfa.uyt.ro/wp-content/uploads/2014/10/1-PROGRAM-Conferinta-PEA-2014.pdf	(0.5)				0.5
BRICIU, Victor-Alexandru, titluC:Brandul de țară și identitatea națională. Perspective teoretice denumireconf:Colocviul național cu participare internațională ACUM 2008 locatieconf:Brasov AnAparitie:2008, https://acum.unibv.ro/images/Arhiva/program_ACUM_2008_RO.pdf	(0.5)				0.5
BRAN, Mihai, LADEA, Maria, BRICIU, Victor-Alexandru și PETCU, Nicoleta, titluC:Mental health and technology: an approach for patients with depressive disorder denumireconf:Conferința Internațională New Trends on Sensing - Monitoring - Telediagnosis for Life Sciences - NT-SMT-LS locatieconf:Brasov, 24-26 iulie AnAparitie:2014, http://matemologie.ro/envirpublicat/baican_gabriela-arabela_briciu_victor-alexandru_si_coman_claudiu_titluC:Dezvoltarea turismului în Braşov și implicații asupra calității vieții locuitorilor denumireconf:Universitatea ca resursă de cercetare valorificată la nivelul comunității locale. Simpozion internațional locatieconf:Brasov AnAparitie:2008	(0.5)				0.5
BRICIU, Victor-Alexandru și BAICAN, Gabriela-Arabela, titluC:Educația ecologică și calitatea vieții în municipiul Braşov denumireconf:Universitatea ca resursă de cercetare valorificată la nivelul comunității locale. Simpozion internațional locatieconf:Brasov AnAparitie:2008	(0.5)				0.5
PLUGARU, Liviu, COMAN, Claudiu, NECȘOI, Dana, GURANDA, Mihaela, BRICIU, Victor-Alexandru, titluC:Un proiect de diseminare a cercetării privind calitatea vieții la nivelul comunității locale și implicații asupra educației - PROCED denumireconf:Colocviul Internațional de Științe Sociale - ACUM 2006 locatieconf:Brasov AnAparitie:2007	(0.5)				0.5
BRICIU, Arabela și BRICIU, Victor-Alexandru, titluC:Politics and Personal Branding: The Case of 2009 Presidential Campaign denumireconf:COLOCVIUL INTERNATIONAL DE ȘTIINTE SOCIALE SI ALE COMUNICĂRII, 14-15 Noiembrie locatieconf:Brasov AnAparitie:2013, https://acum.unibv.ro/images/Arhiva/program_ACUM_2013_EN.pdf	(0.5)				0.5
BRICIU, Arabela și BRICIU, Victor-Alexandru, titluC:Positioning a region through online place branding. The case of Braşov County in an international context denumireconf:6th Balkan & Black Sea Conference "DAYS OF CLUSTERS 2015" locatieconf:Brasov, 22-24 octombrie	(0.5)				0.5

119.1	AnAparitie:2015, http://daniklastera.clusterhouse.rs/2015/06/25/1310/#program			
	BRICIU, Victor-Alexandru si BRICIU, Arabela, titluCc:The importance of a creative touristic brand platform for Brasov area through brand audit rescareh method denumireconf 6th Balkan & Black Sea Conference "DAYS OF CLUSTERS 2015" localeconf.Brasov, 22-24 octombrie AnAparitie:2015, http://daniklastera.clusterhouse.rs/2015/06/25/1310/#program	(0.5)		0.5
	BRICIU, Victor-Alexandru și BRICIU, Arabela, titluCc:Web 1.0 and Web 2.0 Variations of Identity Characteristics of Official Place Brands Websites denumireconf:Perspectives in Humanities and Social Sciences: Hinting at Interdisciplinarity" - 5th Edition: Mapping Digital Futures, Universitatea A.I. Cuza din Iasi localeconf:Iasi, Romania AnAparitie:2018, https://conferencephss.files.wordpress.com/2018/05/program-phss-2018-final.pdf	(0.5)		0.5
	BRICIU, Victor-Alexandru, BRICIU, Arabela și GULPE, Ana-Maria, titluCc:An Empirical Research for Identifying and Analyzing the Identity Characteristics of Different Online Destination Websites denumireconf:12th LUMEN Conference RSACVP2019 - Rethinking Social Action. Core Values in Practice, 15-18 mai localeconf:Iasi, Romania AnAparitie:2019, http://conferinta.info/program/	(0.5)		0.5
	Initierea de programe universitare / Introducerea de cursuri noi	TOTAL		5.5
	denumireprogramnou:Comunicare si PR in mediul online - Comunicare si relatii publice, anul III facultate:Facultatea de Sociologie si Comunicare AnAparitie:2018 perioada:2018 CoefM:0.5	(0.5)		0.5
	denumireprogramnou:Sociologia spatiului virtual - Sociologie, anul III facultate:Facultatea de Sociologie si Comunicare AnAparitie:2018 perioada:2018 CoefM:0.5	(0.5)		0.5
	denumireprogramnou:Comunicare si PR in mediul online - Resurse umane, anul III facultate:Facultatea de Sociologie si Comunicare AnAparitie:2016 perioada:2016 CoefM:0.5	(0.5)		0.5
	denumireprogramnou:Campanii de Relatii Publice, Comunicare si relatii publice, anul II facultate:Facultatea de Sociologie si Comunicare AnAparitie:2016 perioada:2016 CoefM:0.5	(0.5)		0.5
	TOTAL			2
119.2	Publicare cursuri pentru studenti			
	Publicare curs - Incursiuni teoretico-metodologice în comunicare și relații publice,Editura Universității Transilvania din Brasov, ISBN 978-606-19-0581-2, 101 pp nrAutori:1 CoefM:1 AnAparitie:2015	(1/1)		1
	Publicare curs - Cap. 9 Comunicarea informatiilor si a rezultatelor de cercetare. Reguli ale prezentarilor grafice. In Coman C., Informatica aplicata in stiintele sociale si ale comunicarii, Editura Universității Transilvania din Brasov, ISBN 978-973-598-753-4, pp. 293-359 nrAutori:1 CoefM:1 AnAparitie:2010	(1/1)		1
	TOTAL			2
120	Membri ai unei echipe de cercetare care implementeaza un proiect finantat pe baza de competitie in valoare de cel putin 100.000 lei	TOTAL		2
	titlu:Harta problemelor sociale ale judetului Brasov perioada:2008 nrctr:2012/17.03.2008 finantator:Consiliul Judetean Brasov Valoare:150000 AnAparitie:2008	1		1
	titlu:Harta problemelor sociale ale judetului Brasov perioada:2009 nrctr:3606/08.05.2009 finantator:Consiliul Judetean Brasov Valoare:120000 AnAparitie:2009	1		1
	titlu:CONSTRUCT Network in Counselling for Trauma Construirea Rețelei de Specialisti în Consilierea Traumei perioada:20152016 nrctr:13/34016/15.04.2015 finantator:Ministerul Justiției Valoare:1086080 AnAparitie:2015	1		1
	titlu:Large scale experiments and simulations for the second generation of FuturiCT perioada:20172020 nrctr:nr. 11/2017 FuturiCT 2.0	1		1
	TOTAL			4

finanțator: Romanian National Authority for Scientific Research and Innovation, CCCDI – UEFISCDI Valoare: 562500 AnA

Participarea în colectivele de elaborare sau implementare a granturilor sau a proiectelor de dezvoltare instituțională, socială și transfer de cunoaștere și instrumente de politici; asistență pentru dezvoltare s.a., finanțate de o entitate regională, națională sau Europeană/Guvernul României Valoare: 20089315 AnApariție: 2013

titlu: Percepția locuitorilor municipiului Brașov asupra dezvoltării turismului în zona Brașov perioada: 2007 nrctr: 178/2007 fi

titlu: Promovarea și Dezvoltarea Turismului din Județul Brașov Valoare: 14875 AnApariție: 2007

titlu: Sanse de viitor pentru tineri perioada: 2008 nrctr: 10/26.03.2008 finanțator: Consiliul Județean Brașov Valoare: 35000 An

titlu: Evaluarea centrului de informare europeană Corona perioada: 2008 nrctr: 11/26.03.2008 finanțator: Consiliul Județean Bra

Valoare: 40000 AnApariție: 2008

titlu: Elaborarea strategiei de dezvoltare durabilă a turismului în județul Brașov perioada: 2008 nrctr: 12/8.04.2008 finanțator: A

Promovarea și Dezvoltarea Turismului din Județul Brașov Valoare: 14875 AnApariție: 2008

titlu: Capital social și dezvoltare socială în comunitatea brașoveană perioada: 2012 nrctr: 1832/20.02.2012 finanțator: Consiliul

Valoare: 30000 AnApariție: 2012

titlu: Harta capitalului social-etnic în economia brașoveană perioada: 2013 nrctr: 4490/14.05.2013 finanțator: Consiliul Județean

Valoare: 70000 AnApariție: 2013

titlu: Capital social și dezvoltare socială în comunitatea brașoveană - proiect multianual perioada: 2013 nrctr: 4492/14.05.2013

finanțator: Consiliul Județean Brașov Valoare: 70000 AnApariție: 2013

titlu: Tehnici neconvenționale de interpretarea patrimoniului cultural perioada: 2013 nrctr: 11021/29.10.2013 finanțator: Consiliu

Brașov Valoare: 30000 AnApariție: 2013

titlu: Școala de comunicare și Școala de PR perioada: 2012 nrctr: 12049/21.11.2012 finanțator: Consiliul Județean Brașov Valoa

AnApariție: 2012

titlu: Brandingul destinațiilor și tehnici neconvenționale de interpretare a patrimoniului perioada: 2014 nrctr: 3415/25.04.2014

finanțator: Consiliul Județean Brașov Valoare: 90000 AnApariție: 2014

titlu: Promovarea cercetării științifice privind calitatea vieții la nivelul comunității locale și implicații asupra educației perioada:

nrctr: 158/2006, CEEEX, Modul III finanțator: CNC SIS, MEC Valoare: 71654 AnApariție: 2007

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nita
AnReferința: 2015

Anul obținerii titlului de doctor
AnReferința: 2015

Standarde minimale ce tre

Criteriul	Denumirea cr
C1	Punctajul pent
C2	Numărul de ar conform condi
C3	Numărul de că
C4	Suma punctajl
C5	Punctajul pen
C6	Punctaj total (
C7	Punctaj total (
	după obținere

Aviz
Director de departament:
Prof. dr. RĂȚULEAGE

Rezoluția Comisiei Științifice:

Membrii Comisiei Științifice:

1. Prof. dr. Claudiu COMAN
2. Prof. dr. Carmen BUZEA
3. Prof. dr. Gabriela G. RĂȚULEA

12/12/2020

12/12/2020

standardele sunt indeplinite

12/12/2020