

Universitatea Transilvania din Braşov

Poz. Postului: 27

Facultatea Ştiinţe economice şi administrarea afacerilor

Departamentul Marketing, Turism-Servicii şi Afaceri Internaţionale Disciplinele postului:

Sisteme informatice de marketing;
Marketing; Marketing strategic;
Strategii de marketing; Marketing direct.

FIŞA DE VERIFICARE A ÎNDEPLINIRII STANDARDELOR UNIVERSITĂŢII

Postul: LECTOR UNIVERSITAR, poziţia 27

publicat în Monitorul Oficial al României¹ nr. 395 din data de 28. XI. 2024

Candidat: **CIOBANU ELIZA**

Data naşterii **24.XII.1995.**

Funcţia actuală **ASISTENT UNIVERSITAR**

Instituţia **UNIVERSITATEA TRANSILVANIA DIN BRAŞOV**

Facultatea de Ştiinţe economice şi administrarea afacerilor

Departamentul de Marketing, Turism-Servicii şi Afaceri
Internaţionale

1. Studii universitare (licenţă şi masterat)

Nr. crt.	Instituţia de învăţământ superior şi facultatea	Domeniul	Perioada	Titlul acordat
1.	Universitatea „Transilvania” din Braşov, Facultatea de Ştiinţe economice şi administrarea afacerilor	Economie şi afaceri internaţionale/afaceri internaţionale	2014-2017	Licenţiat în ştiinţe economice
2.	Universitatea „Transilvania” din Braşov, Facultatea de Ştiinţe economice şi administrarea afacerilor	Economie şi afaceri internaţionale/relaţii economice internaţionale	2017-2019	Master în economie şi afaceri internaţionale
3.	Universitatea „Lucian Blaga” din Sibiu, Facultatea de Ştiinţe economice şi administrarea afacerilor	Marketing	2024 – prezent	-

2. Studii de doctorat

Nr. crt.	Instituţia organizatoare de doctorat	Domeniul	Perioada	Titlul ştiinţific acordat
1.	Universitatea „Transilvania” din Braşov, Şcoala Doctorală Interdisciplinară	MARKETING	2019-2022	DOCTOR

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

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

¹ Numărul documentului se completează numai în cazul posturilor pe perioadă nedeterminată.

4. Standarde minimale ale universității

Post didactic	Realizări conform standardelor proprii ale universității
Lector	Îndeplinirea criteriilor CA ale Universității – conform HCA 28/12.07.2017
	<p>(i) 7 articole publicate în revistă cotate ISI/WoS ca prim-autor, cu SRI > 0,5:</p> <p>Articol 1: Nichifor E., Brătucu G., Chițu I.B., Lupșa-Tătaru D.A., Chișinău E.M., Todor R.D., Albu R.G., Bălășescu S. - <i>Utilising Artificial Intelligence to Turn Reviews into Business Enhancements through Sentiment Analysis</i>. <i>Electronics</i>. 2023, 4538, 12(21), DOI10.3390/electronics12214538. https://www.mdpi.com/2079-9292/12/21/4538. WOS:001100505100001 – SRI: 0,907.</p> <p>Articol 2: Nichifor E., Brătucu G., Chițu, I.B., Țierean, O.M., Litră, A.V., Zamfirache A., Vuță, D.R. - <i>Getting users out of the loop: Key factors to surpass the messy middle point</i>. 2023. <i>Electronic Commerce Research And Applications</i>, 59, 101264. DOI10.1016/j.eelerap. 2023 101264 https://bit.ly/4evQbny, WOS:001008969400001 – SRI: 2,256.</p> <p>Articol 3: Nichifor E., Lixândriou R.C., Maican I.C., Sumedrea S., Chițu B., Chițu. I.B., Tecău A.S., Brătucu G. – <i>Unlocking the Entrepreneurial State of Mind for Digital Decade: SMEs and Digital Marketing</i>. <i>Electronics</i> 2022 11(15) 2358. https://doi.org/10.3390/electronics11152358, WOS:000840196300001 – SRI: 0,907.</p> <p>Articol 4: Nichifor, E., Lixândriou R.C, Chițu I.B., Brătucu G., Trifan A. – <i>How Does Mobile Page Speed Shape In-between Touchpoints in the Customer Journey? A Research Regarding the Most Trusted Retailers in Romania</i>. 2021. <i>Journal of Theoretical and Applied Electronic Commerce Research</i> 2021, 16(5), 1369-1389. https://doi.org/10.3390/jtaer16050077. WOS:000665353000001 – SRI: 1,168.</p> <p>Articol 5: Nichifor, E., Lixândriou R.C, Chițu I.B., Brătucu G., Sumedrea S., Maican I.C., Tecău S.A.- <i>Eye Tracking and an A/B Split Test for Social Media Marketing Optimisation: The Connection between the User Profile and Ad Creative Components</i>. 2021. <i>Journal of Theoretical and Applied Electronic Commerce Research</i> 2021 16(6), 2319-2340; https://www.mdpi.com/0718-1876/16/6/128 , WOS:000699811400001 – SRI: 1,168.</p> <p>Articol 6: Nichifor, E., Lixândriou R.C, Sumedrea S., Chițu I.B., Brătucu G., - <i>How Can SMEs Become More Sustainable? Modelling the M-Commerce Consumer Behaviour with Contingent Free Shipping and Customer Journey's Touchpoints Optimisation</i>. <i>Sustainability</i>. 2021, 13(12), DOI: 0.24818/EA/2021/56/87, https://www.mdpi.com/2071-1050/13/12/6845. WOS:000612310500006 – SRI: 0,860.</p> <p>Articol 7: Nichifor, E., Trifan, A., Nechifor, M.E. - <i>Artificial Intelligence in Electronic Commerce: Basic Chatbots and Consumer Journey</i>. <i>Amfiteatru Economic</i> 2021, 23(56), pp. 87-101, DOI: 0.24818/EA/2021/56/87, https://www.amfiteatruconomic.ro/temp/Article_2980.pdf WOS:000612310500006 – SRI: 0,551.</p> <p>(i) O carte de specialitate la o editură cu prestigiu recunoscut:</p> <p>Nichifor E., Brătucu G. - „Marketingul digital - o soluție pentru dezvoltarea ecosistemului antreprenorial din România”. 2022. Editura Universitară, București. ISBN: 978-606-28-1538-7. https://bit.ly/3TXT887.</p>

Îndeplinirea criteriilor de concurs (conform metodologiei UTBv aprobate de Senat)	
(i)	deținerea diplomei de doctor (seria J nr. 0056929) în domeniul postului (Marketing), confirmat prin OM-6471/28.12.2022.
(ii)	îndeplinirea standardelor proprii ale universității: <ul style="list-style-type: none"> - media de absolvire a ciclului de licență cel puțin 8,50 (opt și 50%), [(media anilor de studii + media la examenul de licență/diploma)/2]: media anilor de studii = [(9,45 + 9,62)/2]=9,53 (nouă și 53%). - 5 articole/studii în domeniul disciplinelor postului publicate în reviste sau în volumele manifestărilor științifice recunoscute la nivel național sau internațional sau realizări artistice și sportive: Tabel 1. - un volum de specialitate (monografie sau manual universitar) pentru una din disciplinele postului aflat în concurs: Tabel 2.

Tabel 1. Lista articolelor publicate în revistă cotate WoS

NR.	REFERINȚE
1	Coman E., Stoicov I., Țiru L.G., Brătucu G., Ciobanu E. , Nechita F., Bucs, L., Coman C. - Work Engagement and Performance of Romanian School Teachers During the COVID-19 Pandemic: The Impact of Sociodemographic and Contextual Factors. Administrative Sciences. 2024. 305 14(11), DOI10.3390/admsci14110305. WOS:001363542700001. https://www.mdpi.com/2076-3387/14/11/305 .
2	Szagal A.C., Brătucu G., Ciobanu E. , Chițu I.B., Mocanu A.A., Bălășescu M., Ialomițianu G. - Evaluating the Impact and Perception of Influencer Marketing Among Romanian Consumers-Insights from Quantitative Research. Administrative Sciences. 2024, 276, 14(11). DOI10.3390/admsci14110276. WOS:001363510100001. https://www.mdpi.com/2076-3387/14/11/276 .
3	Brătucu G., Ciobanu E. , Chițu I.B., Litră A.V., Zamfirache A., Bălășescu M. - The Use of Technology Assisted by Artificial Intelligence Depending on the Companies' Digital Maturity Level. Electronics. 2024, 1687, 13(9). DOI10.3390/electronics13091687. WOS:001219944900001. https://www.mdpi.com/2079-9292/13/9/1687 .
4	Mocanu A.A., Brătucu G., Ciobanu E. , Chițu I.B., Szagal A.C. - Can the Circular Economy Unlock Sustainable Business Growth? Insights from Qualitative Research with Specialists in Romania. Sustainability. 2024, 2031 16(5), DOI10.3390/su16052031. WOS:001183106800001. https://www.mdpi.com/2071-1050/16/5/2031 .
5	Szagal A.C., Brătucu G., Ciobanu E. , Chițu I.B., Mocanu A.A., Ialomițianu G. - Exploring Influencing Marketing-Consumer Insights and Creators' Perspectives. Sustainability. 2024, 1845, 16 (5). DOI10.3390/su16051845. WOS:001183031400001. https://www.mdpi.com/2071-1050/16/5/1845 .
6	Litră, A.V., Nichifor E. , Chițu I.B., Zamfirache A., Brătucu G. - The Dilemma of the European Integration Principle-Ensuring Energy Independence of the European Union. Sustainability. 2024, 15560, 15(21), DOI10.3390/su152115560. WOS:001100321700001. https://www.mdpi.com/2071-1050/15/21/15560 .
7	Nichifor E. , Brătucu G., Chițu I.B., Lupșa-Tătaru D.A., Chișinău E.M., Todor R.D., Albu R.G., Bălășescu S. - Utilising Artificial Intelligence to Turn Reviews into Business Enhancements through Sentiment Analysis. Electronics. 2023, 4538, 12(21), DOI10.3390/electronics12214538. WOS:001100505100001. https://www.mdpi.com/2079-9292/12/21/4538
8	Lupșa-Tătaru D.A., Nichifor E. , Dovleac L., Chițu I.B., Todor R.D., Brătucu G. - Buy Now Pay Later-A Fad or a Reality? A Perspective on Electronic Commerce. Economies. 2023, 218 11(8). DOI10.3390/economies11080218. WOS:001057369100001. https://www.mdpi.com/2227-7099/11/8/218 .

9	Nichifor E. , Brătucu G., Chițu, I.B., Țierean, O.M., Litră, A.V., Zamfirache A., Vuță, D.R. - Getting users out of the loop: Key factors to surpass the messy middle point. <i>Electronic Commerce Research And Applications</i> , 2023, 101264, 59. DOI10.1016/j.elerap.2023.101264. WOS:001008969400001. https://www.sciencedirect.com/science/article/abs/pii/S1567422323000297 .
10	Dovleac L., Chițu I.B., Nichifor E. , Brătucu G. – Shaping the Inclusivity in the New Society by Enhancing the Digitainability of Sustainable Development Goals with Education. <i>Sustainability</i> . 2023, 3782 15(4). DOI10.3390/su15043782. WOS:000941271600001. https://www.mdpi.com/2071-1050/15/4/3782 .
11	Maican C.I., Sumedrea S., Tecău A., Nichifor E. , Chițu I.B., Lixăndroiu R., Brătucu G. - Factors Influencing the Behavioural Intention to Use AI-Generated Images in Business: A UTAUT2 Perspective With Moderators. <i>Journal of Organizational and End User Computing</i> . 2023, 330019, 35(1). WOS:001154375600001. https://www.igi-global.com/article/factors-influencing-the-behavioural-intention-to-use-ai-generated-images-in-business/330019
12	Nicolau C., Nichifor E. , Munteanu D., Bărbulescu O. – Decoding Business Potential for Digital Sustainable Entrepreneurship: What Romanian Entrepreneurs Think and Do. <i>Sustainability</i> , 2022, 13636, 14(20). DOI 10.3390/su142013636. WOS:000873808300001. https://www.mdpi.com/2071-1050/14/20/13636 .
13	Vuță D.R., Nichifor E. , Chițu B., Brătucu G. - Digital Transformation-Top Priority in Difficult Times: The Case Study of Romanian Micro-Enterprises and SMEs. <i>Sustainability</i> 2022, 10741,14(17), DOI10.3390/su141710741. WOS:000851786800001. https://www.mdpi.com/2071-1050/14/17/10741 .
14	Tudor A.I.M., Nichifor, E. , Litră A.V., Chițu I.B., Brătucu T-O, Brătucu G.- Challenges in the Adoption of eHealth and mHealth for Adult Mental Health Management—Evidence from Romania. <i>International Journal of Environmental Research and Public Health</i> 2022 19(15) 9172. DOI10.3390/ijerph19159172. WOS:000839063400001. https://www.mdpi.com/1660-4601/19/15/9172 .
15	Nichifor E. , Lixăndroiu R.C., Maican I.C., Sumedrea S., Chițu B., Chițu. I.B., Tecău A.S., Brătucu G. – Unlocking the Entrepreneurial State of Mind for Digital Decade: SMEs and Digital Marketing. <i>Electronics</i> 2022 11(15) 2358 DOI10.3390/electronics11152358. WOS:000840196300001. https://www.mdpi.com/2079-9292/11/15/2358 .
16	Sumedrea S., Maican I.C., Chițu I.B., Nichifor, E. , Tecău A.S., Lixăndroiu R.C, Brătucu G. - Sustainable Digital Communication in Higher Education—A Checklist for Page Loading Speed Optimisation. <i>Sustainability</i> 2022, 14(16), 10135. DOI10.3390/su141610135. WOS:000845224200001. https://www.mdpi.com/2071-1050/14/16/10135 .
17	Brătucu G., Tudor A.I.M., Litră A.V., Nichifor, E. , Chițu I.B., Brătucu T-O.- Designing the Well-Being of Romanians by Achieving Mental Health with Digital Methods and Public Health Promotion. <i>International Journal of Environmental Research and Public Health</i> 2022 19(13) 7668. DOI10.3390/ijerph19137868. WOS:000824682100001. https://www.mdpi.com/1660-4601/19/13/7868 .
18	Vuță D.R., Nichifor E. , Țierean O.M., Zamfirache A., Chițu B., Foris T., Brătucu G. – Extending The Frontiers Of Electronic Commerce Knowledge Through Cybersecurity. <i>Electronics</i> 2022 11(14) 2232 DOI10.3390/electronics11142223. WOS:000831633100001. https://www.mdpi.com/2079-9292/11/14/2223 .
19	Brătucu G., Nichifor, E. , Sumedrea S., Chițu I.B., Lixăndroiu R.C. - Avoiding Digital Divide in European Union through European Green Deal. <i>Amfiteatru Economic</i> 2022 24(59), pp. 75-92, DOI10.24818/EA/2022/59/77. WOS:000746992700006. https://www.amfiteatruconomic.ro/ArticolEN.aspx?CodArticol=3065 .
20	Nichifor, E. , Lixăndroiu R.C, Chițu I.B., Brătucu G., Sumedrea S., Maican I.C., Tecău S.A.- Eye Tracking and an A/B Split Test for Social Media Marketing Optimisation: The Connection between the User Profile and Ad

	Creative Components. 2021. Journal of Theoretical and Applied Electronic Commerce Research 2021 16(6), 2319-2340; DOI 10.3390/jtaer16060128. WOS:000699811400001. https://www.mdpi.com/0718-1876/16/6/128 .
21	Nichifor, E., Lixândriou R.C, Chițu I.B., Brătucu G., Trifan A.– How Does Mobile Page Speed Shape In-between Touchpoints in the Customer Journey? A Research Regarding the Most Trusted Retailers in Romania. 2021. Journal of Theoretical and Applied Electronic Commerce Research 2021, 16(5), 1369-1389. WOS:000665353000001. https://doi.org/10.3390/jtaer16050077 .
22	Nichifor, E., Lixândriou R.C, Sumedrea S., Chițu I.B., Brătucu G., - How Can SMEs Become More Sustainable? Modelling the M-Commerce Consumer Behaviour with Contingent Free Shipping and Customer Journey's Touchpoints Optimisation. Sustainability. 2021, 13(12), DOI: 0.24818/EA/2021/56/87, WOS:000612310500006. https://www.mdpi.com/2071-1050/13/12/6845 .
23	Nichifor, E., Trifan, A., Nechifor, M.E. - Artificial Intelligence in Electronic Commerce: Basic Chatbots and Consumer Journey. Amfiteatru Economic 2021, 23(56), pp. 87-101, DOI: 10.3390/su13126845, WOS:000666349000001. https://www.amfiteatruconomic.ro/ArticolEN.aspx?CodArticol=2980 .

Tabel 2. Referință bibliografică pentru un volum de specialitate (monografie sau manual universitar) pentru una din disciplinele postului aflat în concurs

Titlul cărții	Editura	ISBN
"MARKETINGUL DIGITAL - O SOLUȚIE PENTRU DEZVOLTAREA ECOSISTEMULUI ANTREPRENORIAL DIN ROMÂNIA"	Editura Universitară (www.editurauniversitara.ro)	978-606-28-1538-7 Link: https://bit.ly/3TXT887 .

Candidat,

Asist. Univ. Dr. Ciobanu Eliza

