

PERSONAL INFORMATION

Codruța Adina Băltescu

✉ codruta.baltescu@unitbv.ro

POSITION
IOSUD UTBV

PhD Coordinator
Doctoral studies field: Marketing
Since 2020

EXPERTISE FIELD AND
RESEARCH INTEREST AREAS

Tourism Marketing
Sustainability Marketing
Destination Marketing
Education Marketing

WORK EXPERIENCE

2015 – present

Associate Professor

Transilvania University of Braşov, Faculty of Economic Sciences and Business Administration

▪ Teaching, research and administrative activities
Business or sector Education

1997 – 2015

Lecturer and Assistant Professor

Transilvania University of Braşov, Faculty of Economic Sciences and Business Administration

▪ Teaching, research and administrative activities
Business or sector Education

1991 – 1997

College Professor

Andrei Bârseanu Economic College from Braşov

▪ Teaching and administrative activities
Business or sector Education

1987 – 1991

Economist

ONT Carpați Braşov and OJT Prahova Sinaia

Economic assessments and administrative activities
Business or sector Tourism economics

EDUCATION AND TRAINING

2005 – 2010

PhD Degree

Replace with EQF
(or other) level if
relevant

IOSUD - Transilvania University of Braşov

1983 – 1987

Bachelor Degree in Economic Studies

Replac with EQF
(or other) level if
relevant

Bucharest University of Economic Studies, Faculty of Commerce, Tourism Specialization

Mother tongue(s)

Romanian

Other language(s)	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C2	C2	C1	C1	C2
Replace with name of language certificate. Enter level if known.					
French	B2	C1	B2	B1	B2
Replace with name of language certificate. Enter level if known.					

Levels: A1/A2: Basic user - B1/B2: Independent user - C1/C2 Proficient user
[Common European Framework of Reference for Languages](#)

- Communication skills**
- good communication skills gained through the experience of teaching
 - good abilities for adaptation and teamwork highlighted throughout the entire professional activity

- Organisational / managerial skills**
- leadership – since 2012 member of the MTSAI department board
 - editor for the Special Issue *Marketing in Tourism and Sustainable Development*, Sustainability Journal

- Job-related skills**
- good capacity to adapt to new challenges and also flexibility due to teaching and research activities throughout the entire professional work

Digital skills	SELF-ASSESSMENT				
	Information processing	Communication	Content creation	Safety	Problem solving
	Independent user	Independent user	Independent user	Independent user	Independent user

Levels: Basic user - Independent user - Proficient user
[Digital competences - Self-assessment grid](#)

Other skills

ADDITIONAL INFORMATION

- Publications** Author and co-author for 9 books and book chapters published by Romanian and international publishing houses
69 articles published in journals indexed by international databases, out of which 5 articles Web of Science and 8 articles ISI Proceedings
- Projects** 3 grants as team member
- Conferences** 28 articles presented and published in national and international conferences
- Honours and awards** -Award of the General Association of Economists from Romania for professional performance team documenting and publishing a series of articles about the tourism sector, November 2011.
-Thesaurus Prize awarded by the Association of Tourism Journalists and Writers of Romania for the series "Tourist Destinations in Romania", January 2012
- H Indexes** Hindex ISI: 2
Hindex Scopus: 2
Hindex Google Scholar: 8

ANNEXES

LIST OF RELEVANT PUBLICATIONS /RESEARCH (selection)

1. Brătucu, G, Băltescu, C.A., Neacșu, A.N., Boșcor, D., Țierean, O.M., Madar, A., 2017. **Approaching the Sustainable Development Practices in Mountain Tourism in the Romanian Carpathians.** *Sustainability*, 9(11), pp. 2051 - 2070, <https://www.mdpi.com/2071-1050/9/11/2051>
2. Brătucu, G., Palade (Zamfirache), A., Madar, A., Neacșu, N.A., Boșcor, D., Băltescu, C.A., 2017. **Competition on the University Educational Services Market in Romania and the Protection of Students Rights and Interests.** *Amfiteatru Economic*, 19(45), pp.414-431, https://amfiteatrueconomic.ro/RevistaDetalii_EN.aspx?Cod=1064
3. Băltescu, C.A., 2019. **Tourist Guide Role and Performance – Element of Visiting Experience at a Tourism Destination.** "Ovidius" University Annals, Economic Sciences Series, Vol. XIX, Issue 2, pp. 421-425, <http://stec.univ-ovidius.ro/html/anale/RO/wp-content/uploads/2020/02/Section%20IV/4.pdf>
4. Băltescu, C.A., 2019. **Elements of Tourism Consumer Behaviour of Generation Z.** *Bulletin of the Transilvania University of Brașov, Series V: Economic Sciences*, 12(61), No. 1, pp. 63-68, http://webbut.unitbv.ro/bulletin/Series%20V/2019/BULETIN%20%20PDF/09_Baltescu.pdf
5. Băltescu, C.A., 2018. **Smart Tourism Technologies and Sustainable Tourism Development: Evidence from Brașov County.** *Annals of the "Constantin Brâncuși" University of Târgu Jiu, Economy Series*, 3, pp. 58-65, http://www.utgjiu.ro/revista/ec/pdf/2018-03/07_Baltescu1.pdf
6. Băltescu, C.A., 2017. **The attractiveness of green restaurants among the youth.** *Bulletin of the Transilvania University of Brașov, Series V: Economic Sciences*, 10(59), No.1, pp. 79-84, http://webbut.unitbv.ro/Bulletin/Series%20V/2017/BULETIN%20%20PDF/10_BALTESCU.pdf
7. Băltescu, C.A., Chițu, I.B., Albu, R.G., 2017. **The management measures – components of sustainable tourism development in natural parks. Case study: Natural Park del Carrascal de la Font Roja (Alcoi-Spain) and Bucegi Natural Park (Romania).** *Bulletin of the Transilvania University of Brașov, Series V: Economic Sciences*, 10(59), No.2, , pp. 117-124, http://webbut.unitbv.ro/BU2017/Series%20V/2017/BULETIN%20%20PDF/13_BALTESCU.pdf
8. Băltescu, C.A., 2017. **Green Marketing Strategies within Romanian Tourism Enterprises.** *Annals of the "Constantin Brâncuși" University of Târgu Jiu, Economy Series*, 4, pp. 83-89, http://www.utgjiu.ro/revista/ec/pdf/2017-04/12_Baltescu.pdf
9. Brătucu, G., Madar, A., Boșcor, D., Băltescu, C.A., Neacșu, N.A., 2016. **Road Safety Education in the Context of the Sustainable Development of Society: The Romanian Case.** *Sustainability*, 8(3), pp. 278-290, <https://www.mdpi.com/2071-1050/8/3/278>
10. Băltescu, C.A., 2016. **Culinary experiences as a key tourism attraction. Case Study: Brașov County.** *Bulletin of the Transilvania University of Brașov, Series V: Economic Sciences*, 9(58), No.2, pp. 107-112, http://webbut.unitbv.ro/Bulletin/Series%20V/BULETIN%20%20PDF/12_Baltescu.pdf
11. Băltescu, C.A., 2016. **The assessment of internship programs. A view point of the undergraduate tourism students from the Transilvania University of Brașov.** *Bulletin of the Transilvania University of Brașov, Series V: Economic Sciences*, 9(58), No.1, pp. 65-72, http://webbut.unitbv.ro/BU2016/Series%20V/2016/BULETIN%20%20PDF/08_Baltescu.pdf
12. Băltescu, C.A., 2016. **Graduates' willingness to build a career in tourism. A view point of the students in the tourism profile academic programmes from the Transilvania University of Brașov.** *Annals of the "Constantin Brâncuși" University of Târgu Jiu, Economy Series*, 3, pp. 36-39, http://www.utgjiu.ro/revista/ec/pdf/2016-03/06_Baltescu.pdf
13. Băltescu, C.A., 2015. **The online assessment of tourism services. The hotel market from Brasov County.** *Bulletin of the Transilvania University of Brașov, Series V: Economic Sciences*, 8(57), No.2, pp. 141-148, http://webbut.unitbv.ro/BU2015/Series%20V/BILETIN%20%20PDF/19_Baltescu.pdf
14. Brătucu, G., Madar, A., Neacșu, N.A., Boșcor, D., Băltescu, C.A., 2014. **High School Vocational Counseling Role in Leveraging Students' Professional Inclinations.** *Amfiteatru Economic*. 16(37), pp. 1014-1025, https://amfiteatruconomic.ro/RevistaDetalii_EN.aspx?Cod=54
15. Stăncioiu, A.F., Băltescu, C.A., Botoș, A., Pârgaru, I., 2013. **Conceptual aspects regarding balneotherapy tourism marketing in Romania.** *Theoretical and Applied Economics*, 2 (579), pp. 145-158, http://www.ectap.ro/conceptual-aspects-regarding-balneotherapy-tourismmarketing-in-romania-aurelia-felicia-stancioiu_codruta-adina-baltescu_andreea-botos_ion-pargaru/a835/
16. Băltescu, C.A., Neacșu, N.A., 2012. **Turismul de evenimente – management și marketing.** Brașov: Editura Universității Transilvania din Brașov.
17. Stăncioiu, A.F., Teodorescu, N., Pârgaru, I., Vlădoi, A.D., Băltescu, C.A., 2011. **The Image of the Tourism Destination – a Supporting Element in the Development of the Regional Tourism Brand.** *Study Case: Muntenia. Theoretical and Applied Economics*, 2(555), pp. 139-152, <http://store.ectap.ro/articole/563.pdf>
18. Băltescu, C.A., 2011. **Destination marketing organizations (DMO) established in mountain tourism resorts and regions – a solution for mountain tourism development.** *Bulletin of the Transilvania University of Brașov, Series V: Economic Sciences*, 4(53), No. 2, pp. 155-160, <http://webbut.unitbv.ro/BU2011/Series%20V/BULETIN%20V/27%20baltescu%20BUT%202011%202.pdf>
19. Băltescu, C.A., 2010. **Strategii de marketing în turismul montan românesc.** Brașov: Editura Universității Transilvania din Brașov.
20. Băltescu, C.A., 2009. **Challenges and Opportunities Facing Brand Management in the Lodging Industry.** *Bulletin of the Transilvania University of Brașov, Series V: Economic Sciences*, 2(51), pp. 67-74, <http://webbut.unitbv.ro/BU2009/BULETIN2009/Series%20V/BULETIN%20V%20PDF/067%20baltescu.pdf>