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Title: Marketing researches in Brașov tourism destination

Domain: Marketing

PUBLICATIONS LIST

RELEVANT PAPERS

1. Maican, C., Lixandriou, R., Constantin, C. - **Interactivia.ro e A study of a gamification framework using zero-cost tools**, in Computers in Human Behavior ISSN 0747-5632, vol 61, August 2016, Impact Factor: 2.880
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2. Mawby, R., Tecău, A.S., Constantin, C., Chițu, I.B., Tescașiu, B. - **Addressing the security concerns of locals and visitors for a sustainable development of tourist destination**, in Sustainability, vol. 8(6), 2016, 524. ISSN 2071-1050, Impact Factor: 1.343, <http://www.mdpi.com/2071-1050/8/6/524>
3. Candrea, A.N., Constantin, C., Ispas, A., Marinescu, N. - **Profiling environmentally friendly tourists in Romanian mountain destinations**, in Environmental Engineering and Management Journal, vol. 15(5), 2016, ISSN 1582-9596. Impact Factor: 1.065, <http://omicron.ch.tuiasi.ro/EEMJ/issues/vol15/vol15no5.htm>
4. Ispas, A., Constantin, C., Candrea, A.N. - **An examination of visitors interest in tourist cards and cultural routes in the case of a Romanian destination in Transylvanian** Review of Administrative Sciences, no 46E, 2015, pp.107-125. ISSN1842-2845, Impact Factor: 0.271 <http://rtsa.ro/tras/index.php/tras/article/view/454>
5. Constantin, C., Ispas, A., Candrea, A.N. - **Identifying Tourists Interested in Eco-Certified Accommodation Units from Brașov, Romania, în** Management Dynamics in the Knowledge Economy, Volume 1 no. 3, 2013, <http://www.managementdynamics.ro/index.php/journal/article/view/27>
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8. Tecău, A.S., Constantin, C., Tescașiu, B., Chițu, I.B. - **Aspects concerning the tourism security at Brasov municipality level**, in Bulletin of the Transilvania University of Brașov, Series V: Economic Sciences, vol. 7 (56), nr.2, 2014, http://webbut.unitbv.ro/BU2014/Series%20V/BULETIN%20V/II-03_TECAU.pdf

9. Ispas, A., Constantin, C., Candrea, A.N. - **Evaluating the Image of Tourist Destinations: A Theoretical and Empirical Approach**, chapter in: Nedelea, A., Korstanje, M., & George, B. (2016). Strategic Tools and Methods for Promoting Hospitality and Tourism Services . Hershey, PA: IGI Global. ISBN 978-146-6697-61-4, <http://www.igi-global.com/book/strategic-tools-methods-promoting-hospitality/139328#table-of-contents>
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PATENTS

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1. Tecău, A. S., Constantin, C. - **Managementul proiectelor si planificarea de marketing (Project management and marketing planning)**. Editura Universitară, Bucharest, 2015. 288 pages ISBN 978-606-28-0401-5
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3. Brătucu, G. (coordonator) - **25 de ani Facultatea de Stiinte Economice si Administrarea Afacerilor (25 years Faculty of Economic Sciences and Business Administration)**, Editura Universității Transilvania din Brașov, 2015, 153 pagini, ISBN 978-606-19-0566-9
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5. Constantin, C. - **Analiza datelor de marketing (Marketing data analysis)**, Editura C.H.Beck, Bucharest, 2012. ISBN 978-606-18-0125-1, 242 pages. ISBN 978-606-18-0125-1
6. Patriche, D. (coordonator). - **Dicționar de management comercial (Dictionary of commercial management)**, Editura Universitară, Bucharest 2009, ISBN 978-973-749-591-4, 623 pages.
7. Constantin, C. – **Sisteme informatice de marketing (Marketing information systems)**, Editura Infomarket, Brașov, 2006. 271 pages, ISBN 978-973-8204-89-8.

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1. Ispas, A., Constantin, C., Candrea, A.N. - **Evaluating the Image of Tourist Destinations: A Theoretical and Empirical Approach**, chapter in: Nedelea, A., Korstanje, M., & George, B. (2016). Strategic Tools and Methods for Promoting Hospitality and Tourism Services . Hershey, PA: IGI Global. ISBN 978-146-6697-61-4

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11. Maican, C., Lixandriou, R., Constantin, C. - **Interactivia.ro e A study of a gamification framework using zero-cost tools**, in Computers in Human Behavior ISSN 0747-5632, vol 61, August 2016, Impact Factor: 2.880
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12. Mawby, R., Tecău, A.S., Constantin, C., Chițu, I.B., Tescașiu, B. - **Addressing the security concerns of locals and visitors for a sustainable development of tourist destination**, in Sustainability, vol. 8(6), 2016, 524. ISSN 2071-1050, Impact Factor: 1.343, <http://www.mdpi.com/2071-1050/8/6/524>
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2. Constantin, C. – **Marketing perspectives of Romanian higher education**, in Romanian Journal of Marketing vol. 11, no. 2, 2016,
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9. Constantin, C. - **Using the Importance - Satisfaction matrix in designing relationship marketing strategies**, in Bulletin of the Transilvania University of Brașov Series V: Economic Sciences vol. 7 (56) No. 1, 2014, http://webbut.unitbv.ro/BU2014/Series%20V/BULETIN%20V%20PDF/04_CONSTANTIN%20C.pdf
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21. Constantin, C. - **Services outsourcing as a result of voluntary standards subscription.** Proceedings of the “ 2006 International Conference of Commerce”, ASE Bucharest. ISBN 978-973-594-785-9
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