

Autorul tezei de abilitare: Conf. dr. Cristinel Petrișor Constantin

Titlul tezei de abilitare: Cercetări de marketing în cadrul destinației turistice Brașov

Domeniul: Marketing

LISTA DE LUCRĂRI

LUCRĂRI RELEVANTE

1. Maican, C., Lixandriou, R., Constantin, C. - **Interactivia.ro e A study of a gamification framework using zero-cost tools**, în Computers in Human Behavior ISSN 0747-5632, vol 61, August 2016, Factor de impact: 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**, în Sustainability, vol. 8(6), 2016, 524. ISSN 2071-1050, Factor de impact: 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**, în Environmental Engineering and Management Journal, vol. 15(5), 2016, ISSN 1582-9596 Factor de impact: 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** în Transylvanian Review of Administrative Sciences, no 46E, 2015, pp.107-125. ISSN1842-2845, Factor de impact: 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>
6. Ispas, A., Constantin, C., Candrea, A. N. - **Evaluating customer satisfaction with Brasov accommodation services**. Proceedings of the 20th Biennial International Congress "Tourism & Hospitality Industry 2010", Opatija –Croatia. ISBN 978-953-6198-78-8.
7. Ispas, A., Constantin, C., Candrea, A.N.- **Tourists' Intentions to Support Environmental Initiatives in Mountain Destinations: the Case of Poiana Brasov, Romania**, în Studia UBB Negotia, LVIII, 4, 2013, <http://www.studia.ubbcluj.ro/download/pdf/823.pdf>
8. Tecău, A.S., Constantin, C., Tescașiu, B., Chițu, I.B. - **Aspects concerning the tourism security at Brasov municipality level**, în 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

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10. Constantin, C. – **Marketing perspectives of Romanian higher education**, în Romanian Journal of Marketing vol. 11, no. 2, 2016, http://www.revistademarketing.ro/?operatie=arhiva_id&arhiva_id=434

TEZA DE DOCTORAT

Perfecționarea serviciilor în cadrul pieței afacerilor, Conducător de doctorat: Prof. univ. dr. Dumitru Patriche. Academia de Studii Economice, București 2007.

BREVETE

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2. Constantin, C., Tecău, A. S. - **Chestionarul. Știință sau artă?** Editura Universității Transilvania din Brașov, 2015, 281 pagini, ISBN 978-606-19-0716-8
3. Brătucu, G. (coordonator) - **25 de ani Facultatea de Stiinte Economice si Administrarea Afacerilor**, Editura Universității Transilvania din Brașov, 2015, 153 pagini, ISBN 978-606-19-0566-9
4. Constantin, C., Tecău, A. – **Introducere în cercetarea de marketing**. Editura Universitară, București, 2013. 193 pagini ISBN 978-606-591-618-0.
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6. Patriche, D. (coordonator). - **Dicționar de management comercial**. Editura Universitară, București 2009, ISBN 978-973-749-591-4, 623 pagini.
7. Constantin, C. – **Sisteme informatice de marketing**. Editura Infomarket, Brașov, 2006. 271 pagini ISBN 978-973-8204-89-8.

Capitole cărți:

1. Ispas, A., Constantin, C., Candrea, A.N. - **Evaluating the Image of Tourist Destinations: A Theoretical and Empirical Approach**, capitol în cartea: 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

ARTICOLE ÎN REVISTE

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1. Maican, C., Lixandroi, R., Constantin, C. - **Interactivia.ro e A study of a gamification framework using zero-cost tools**, în Computers in Human Behavior ISSN 0747-5632, vol 61, August 2016, Factor de impact: 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**, în Sustainability, vol. 8(6), 2016, 524. ISSN 2071-1050, Factor de impact: 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**, în Environmental Engineering and Management Journal, vol. 15(5), 2016, Factor de impact: 1,065
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** în Transylvanian Review of Administrative Sciences, no 46E, 2015, pp.107-125. ISSN1842-2845, Factor de impact: 0.271 <http://rtsa.ro/tras/index.php/tras/article/view/454>

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7. Anton, C.E., Constantin, C. - **Studiu privind oportunitatea externalizării serviciilor financiar – contabile**, Revista Audit Financiar, vol. 12, nr. 118, 2014,
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18. Candrea, A. N., Ispas, A., Constantin, C. - **Residents' perception towards urban sport events. The case of EYOWF 2013 - Brasov, Romania** în Revista Economică, Supplement nr. 3, 2012. ISSN 1582 – 6260 (REPEC, DOAJ)
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22. Palade, A., Constantin, C. - **The necessity of counseling and vocational orientation in students' career management**, în Bulletin of the Transilvania University of Brasov - Series V: Economic Sciences, vol. 5 (54), nr. 2/2012. ISSN 2065-2194 (EBSCO, DOAJ).
23. Constantin, C. - **Graduates' perceptions regarding their competences after the 1st cycle of study**, în Bulletin of the Transilvania University of Brasov - Series V: Economic Sciences, vol. 4 (53), nr. 1/2011. ISSN 2065-2194 (EBSCO, DOAJ).
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27. Lefter, C., Constantin, C. - **Economic and social disparities of Romania in regional and county profile**, în MANAGEMENT & MARKETING Journal, București, vol. 4, nr. 1 (13), 2009, ISSN 1842-0206, (EBSCO, REPEC, DOAJ).
28. Constantin, C. - **Multi-level marketing - a tool of relationship marketing**, în Bulletin of the Transilvania University of Brasov - Series V: Economic Sciences, vol. 2 (51), 2009. ISSN 2065-2194 (EBSCO, DOAJ).
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4. Constantin, C., Candrea, A.N., Ispas, A., Ispas, E. - **Relationship marketing for a sustainable tourism development in protected areas. The case of Piatra Craiului National Park, Romania.** Proceedings of the 6th International Conference on Business Excellence - ICBE 2011, Brasov, România. (ISI Proceedings). ISBN 978-973-598-940-8
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7. Constantin, C., Ispas, A., Candrea, A.N., Gliga, I. - **Evaluating the image of Brasov as a tourism destination.** Proceedings of the 5th International Conference on Business Excellence - ICBE 2010, Brasov, România. (ISI Proceedings). ISBN 978-973-1747-23-1.
8. Constantin, C. - **The need of strategic marketing in higher education.** Proceedings of the 3rd edition of International Conference Management 2010 -“Knowledge and management in times of crisis and ensuing development”, Presov – Slovakia. ISBN 978-80-555-0257-1.
9. Ispas, A., Constantin, C., Candrea, A. N. - **Identifying the image of tourist destinations. The case of Brasov and Poiana Brasov, Romania.** Proceedings of the 20th Biennial International Congress "Tourism & Hospitality Industry 2010", Opatija – Croatia. ISBN 978-953-6198-78-8.
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13. Constantin, C. - **The importance of relationship marketing for the business service providers. Case of Romania.** Proceedings of the 3rd annual South East doctoral students conference “Infusing research and knowledge in South-East Europe” 2008. ISBN 978-960-89629-7-2.
14. Lefter, C., Constantin, C. - **Some results of a research regarding the regional development in Romania.** Proceedings of the 8th biennial International Symposium - SIMPEC 2008, Brasov, România. ISSN 1844-9905.
15. Lefter, C., Constantin, C. - **Economic and social disparities between Romanian regions from the perspective of the integration in European Union.** Proceedings of the International Conference Present and future challenges of the common EU policies - Jean Monnet Chair Action 2008, Brasov, România. ISBN 978-973-598-253-9.

16. Constantin, C. - **Challenges of distance learning in marketing**. Proceedings of the 6th international conference “Challenges in Higher Education and Research in the 21-st Century”, 2008, Sozopol-Bulgaria. ISBN 978-954-580-247-8.
17. Constantin, C. - **The role of customer relationship management in the marketing of business services**. Proceedings of the 5th international conference “Challenges in Higher Education and Research in the 21-st Century”, 2007, Sozopol-Bulgaria. ISBN 978-954-580-227-0
18. Constantin, C. - **Services improvement on business-to-business market**. Proceedings of the 1st International Conference on Business Excellence - ICBE 2006, Brasov, România. (ISI Proceedings). ISBN 978-973-594-847-4
19. Constantin, C. - **Attitudes and behaviours of Romanian industrial companies regarding service outsourcing**. Proceedings of the 7th biennial International Symposium - SIMPEC 2006, Brasov, România. ISBN 978-973-8204-84-3
20. Constantin, C. - **Business services in Romania vs. in European Union countries** Proceedings of the “2006 International Conference of Commerce”, ASE București. ISBN 978-973-594-785-9
21. Constantin, C. - **Services outsourcing as a result of voluntary standards subscription**. Proceedings of the “ 2006 International Conference of Commerce”, ASE București. ISBN 978-973-594-785-9
22. Constantin, C. - **Management information systems used in business sector**. Proceedings of the international conference “25 Years of Higher Economic Education in Brașov”, 2005, Brașov - România. ISBN 973-8204-71-2

ALTE LUCRĂRI / REALIZARI RELEVANTE

Data: 29.08.2016

Autor
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