

Autoarea tezei de abilitare: Conf. Univ. Dr. Untaru Elena-Nicoleta

Titlul tezei de abilitare: *Comportamente responsabile ecologic ale consumatorilor în domeniul serviciilor. Impactul practicilor și strategiilor de marketing și management ecologic al organizațiilor prestatoare de servicii*

Domeniul: Marketing

LISTA DE LUCRĂRI

LUCRĂRI RELEVANTE

1. Untaru E. N., Ispas A., Candrea A., Luca M., Epuran Ghe. (2016). *Predictors of individuals' intention to conserve water in a lodging context: the application of an extended Theory of Reasoned Action*, International Journal of Hospitality Management 59, 50-59, revistă indexată ISI Web of Science, factor de impact 4,465, scor absolut de influență 0,715.
2. Untaru E. N., Ispas A., Han H. (2020). *Exploring the synergy between customer home-based and hotel-based water consumption and conservation behaviors: An empirical approach*. Journal of Consumer Behaviour, 1-14, factor de impact 1,58, scor absolut de influență 0,476. <https://doi.org/10.1002/cb.1826>
3. Ispas A., Untaru E.N., Candrea A. (2019). *Environmental management practices within agritourism boarding houses in Romania - a qualitative study among managers*. Sustainability 11(14), 3887, 1-25, revistă indexată ISI Web of Science, factor de impact 2,592, scor absolut de influență 0,335.
4. Han H., Olya H.G.T., Untaru E.N., Ispas A., Kim J.J., Kim W. (2020). *Impact of airport green atmospherics on mental health value, image, and loyalty among visitors and workers*, Business Strategy and the Environment, 29(3), 1186-1198, revistă indexată ISI Web of Science, factor de impact 6,381, scor absolut de influență 0,685.
5. Han H., Chua B.L., Ariza-Montes A., Untaru E.N. (2020). *Effect of environmental corporate social responsibility on green attitude and norm activation process for sustainable consumption: Airline versus restaurant*, Corporate Social Responsibility and Environmental Management, revistă indexată ISI Web of Science, factor de impact 5,513, scor absolut de influență 0,579.

TEZA DE DOCTORAT

Modele de comportament ale consumatorilor de servicii turistice, sub îndrumarea domnului Prof. Dr. Constantin Lefter, teză realizată în cadrul Universității Transilvania din Brașov.

CĂRȚI / CAPITOLE DE CĂRȚI

1. Untaru E.N., Ispas A. (2018). *Marketingul serviciilor*, Editura Universității Transilvania din Brașov, ISBN 978-606-19-0979-7.
2. Untaru E. N. (2011). *Modele de comportament al consumatorilor de servicii turistice*, Editura Universității Transilvania din Brașov.

ARTICOLE ÎN REVISTE

1. Untaru E.N., Ispas A., Candrea A., Luca M. (2015). *Proenvironmental behaviors in the household and holiday setting. An exploratory study among Brasov citizens*, Annals of the „Constantin Brâncuși” University of Târgu Jiu, Economy Series, Special Issue/2015 - Information society and sustainable development, 95-101.
2. Untaru E.N., Ispas A., Candrea A., Epuran Ghe. (2015). *Factors influencing environmentally friendly behaviors. An exploratory study on Brașov residents*, International Journal of Economic Practices and Theories, vol. 5, no. 5, 532-539.
3. Untaru E.N., Ispas A., Candrea A. (2015). *An overview of environmental education initiatives in the international and Romanian tourism*, Bulletin of the Transilvania University of Brasov, 8 (57), 107-116.
4. Untaru E.N., Ispas A., Candrea A. (2015). *The influence of EU member countries' economic development on their citizens' pro-environmental attitudes*, Ecoforum 4 (2), 180-187.
5. Untaru E.N., Epuran Ghe., Ispas A. (2014). *A conceptual framework of consumers' pro-environmental attitudes and behaviours in the tourism context*, Bulletin of the Transilvania University of Brașov, 7(56), no. 2, 85-94.
6. Untaru E. N., Ispas A., Candrea A. N. (2014). *Economic development and EU citizens pro-environmental attitudes*, Cross-Cultural Management Journal, Volume XVI, Issue 2 (6), 351-360.

ALTE LUCRĂRI / REALIZĂRI RELEVANTE

1. Untaru E.N., Pricope G., Ispas A. (2017). *Assessment of the impact of educational services quality on consumer satisfaction and loyalty*, Bulletin of the Transilvania University of Brașov, 10(59) No. 2, 87-106.
2. Untaru E. N., Fugaru C., Ispas A. (2017). *Quality of medical services and its impact on customer satisfaction. Diagnosing the zone of tolerance*, Journal of Smart Economic Growth 1(2), 47-66.

3. Untaru E.N., Ispas A. (2014). *A different approach of Competitive Importance-Performance Analysis: the case of young Romanian's preference for a local fast-food*, Studia Universitatis Babeş-Bolyai Negotia, 59(LIX), nr. 4, 5-30.
4. Untaru E.N., Ispas A., Dan I. (2015). *Assessing the quality of banking services using the Servqual model*, Revista Română de Marketing 2, 102-110.
5. Untaru E. N., Ispas A. (2013). *Fast-foods versus restaurants. An approach from the young people's perspective*, Management & Marketing. Challenges for the Knowledge Society, Volume 8, Special Issue, Editura Economică, Bucureşti.
6. Untaru E. N., Ispas A., Neacşu A. (2012). *Percepţii ale managerilor unităţilor de alimentaţie publică din municipiul Braşov despre calitatea produselor şi serviciilor oferite consumatorilor. Studiu de caz: municipiul Braşov*, Revista de turism, 13.
7. Untaru E. N., Ispas A. (2013). *Why do young people prefer fast-food restaurants? An exploratory study*, Revista de turism, 15.

Data

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Semnatura