

INFORMAȚII PERSONALE
Liliana DUGULEANĂ

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LOCUL DE MUNCA
POZIȚIA IOSUD UTBV

Universitatea Transilvania din Brașov
Conducător de doctorat – Domeniul Marketing
Anul obținerii dreptului de conducere doctorat: 2005

DOMENII DE COMPETENȚĂ
PROFESIONALĂ / ARII DE
INTERES ÎN CERCETARE

Statistică economică, Previziune economică, Econometrie, Marketing/ Cercetări de marketing /
Modelarea comportamentului consumatorului

EXPERIENȚA PROFESIONALĂ

- 2000 - prezent **Profesor universitar**
Universitatea „Transilvania” din Brașov (B-dul Eroilor 29, www.unitbv.ro)
▪ Dept. Management și Informatică Economică
- 1998 - 2000 **Conferențiar universitar**
Universitatea „Transilvania” din Brașov (B-dul Eroilor 29, www.unitbv.ro)
▪ Dept. Management și Informatică Economică
- 1996-1998 **Lector universitar**
Universitatea „Transilvania” din Brașov (B-dul Eroilor 29, www.unitbv.ro)
▪ Dept. Management și Informatică Economică
- 1993-1996 **Asistent universitar**
Universitatea „Transilvania” din Brașov (B-dul Eroilor 29, www.unitbv.ro)
▪ Dept. Management și Informatică Economică

EDUCAȚIE ȘI FORMARE

- 1993 - 1999 **Facultatea Cibernetică, Statistică și Informatică, Academia de Studii Economice, ASE, București**
▪ Diplomă de doctor în economie, specializarea Statistică economică
- 1978 - 1982 **Facultatea Planificare și Cibernetică Economică, Academia de Studii Economice, ASE, București**
▪ Diplomă de licență - economist

COMPETENTE PERSONALE

Limba(i) maternă(e) Limba română

Alte limbi străine cunoscute

	INTELEGERE		VORBIRE		SCRIERE
	Ascultare	Citire	Participare la conversație	Discurs oral	
Limba engleză	B2	B2	B2	B2	B2
Limba franceză	A2	A2	A2	A2	A2

Niveluri: A1/2: Utilizator elementar - B1/2: Utilizator independent - C1/2: Utilizator experimentat
Cadru european comun de referință pentru limbi străine

Competențe de comunicare	▪ bune competențe de comunicare dobândite prin experiența proprie de profesor
Competențe organizaționale/manageriale	▪ Leadership (coordonator al specializării Afaceri Internaționale – ID, director platforma/ laborator ASPECKT, fost expert ARACIS în comisia Științe Economice 1)
Competențe dobândite la locul de muncă	<ul style="list-style-type: none"> ▪ cunoașterea proceselor de control al calității (auditul calității) ▪ expert în comisii ENQA: evaluare agenții naționale de calitate HAC (Ungaria), CAQA (Serbia) ▪ președinte comisie panel în proiectul TesLA – AQU Catalonia, Spania ▪ membru în comisia CNATDCU - Științe Economice – Marketing
Competențe informatice	▪ o bună cunoaștere a diverselor software-uri destinate activității academice, platforma e-learning

ANEXA

Lista publicațiilor relevante – selecție

1. *STATISTICĂ ECONOMICĂ ȘI SOCIALĂ. Teorie și aplicații*, **L. Duguleană**, Ed. Infomarket, 1999, ISBN 973-98957-4-3, 257 pag.
2. *METODE STATISTICE UTILIZATE ÎN MARKETINGUL INDUSTRIAL*, **L. Duguleană**, Ed. HACO International, 1999, ISBN 973-99384-0-X, 320 pag.
3. *STATISTICĂ*, **L. Duguleană**, Ed. Infomarket, Brașov, 2002, ISBN 973-8204-23-2, 220 pag.
4. *METODE CANTITATIVE ÎN ANALIZA DATELOR*, **L. Duguleana**, N. Petcu, Ed. Infomarket, 2005, ISBN 973-8204-77-1, 156 pag.
5. *METODE DE PREVIZIUNE ECONOMICĂ*, **Liliana Duguleană**, Editura Universității "Transilvania", Brașov, 2011, Bibliogr. ISBN 978-973-598-658-2, 338.27, 147 pag.
6. *BAZELE STATISTICII ECONOMICE*, **Liliana Duguleană**, Editura C.H. Beck, București, 2012, ISBN 978-973-115-969-0, 346 pag.
7. *STATISTICĂ ÎN CERCETARE*, **Liliana Duguleană**, curs pentru doctoranzi, anul 1, Școala doctorală, online, 2013
8. *A Gravity Model of East-West European Migration*, **L. Duguleana**, C. Duguleana, S. Busuioceanu, p. 22-76, *EAST-WEST MIGRATION IN THE EUROPEAN UNION*, Editor Nicolae Marinescu, Ed. Cambridge Scholars Publishing, ISBN-13: 978-1-4438-9893-5, ISBN-10: 1-4438-9893-7, Date of Publication: 01/04/2017, Pages/Size: 340/A5, cap. 2, <http://www.cambridgescholars.com/east-west-migration-in-the-european-union-2>, <http://www.cambridgescholars.com/download/sample/63796>
9. *Identifying the Effects of Migration Flows within the Countries of the European Union*, Constantin Duguleana, Liliana Duguleana, Steliana Busuioceanu, p. 170-182, *EAST-WEST MIGRATION IN THE EUROPEAN UNION*, Editor Nicolae Marinescu, Ed. Cambridge Scholars Publishing, ISBN-13: 978-1-4438-9893-5, ISBN-10: 1-4438-9893-7, Date of Publication: 01/04/2017, Pages/Size: 340/A5, cap. 8, <http://www.cambridgescholars.com/east-west-migration-in-the-european-union-2>, <http://www.cambridgescholars.com/download/sample/63796>
10. *Dynamic analysis of European organic agricultural areas in the context of sustainable development*, **Liliana Duguleană**, Marius Bălășescu, Constantin Duguleană, Simona Bălășescu, Nicoleta Andreea Neacșu, Lavinia Dovleac, Sage Journals, Outlook on agriculture, vol. 47, Issue 1, 2018, pp. 27-35, ISSN: 0030-7270, <https://doi.org/10.1177/0030727018761689>, WOS:000429905900004 (Factor de impact 2018: 1.030, 5-Year Impact Factor 2018: 0.953), Sage Journals, <http://journals.sagepub.com/toc/oag/0/0>
11. *Investments, Economic Growth and Employment: VAR Method for Romania*, Vodă Alina Daniela, **Duguleană Liliana**, Dobrotă Gabriela, Studies in Business and Economics no. 14(2)/2019, Sciendo, DOI 10.2478/sbe-2019-0037, Web of Science (Core Collection) p. 231-244, <https://content.sciendo.com/view/journals/sbe/14/2/article-p231.xml?lang=en>
12. *A Structural Analysis of European Union Economy*, **Duguleană Liliana**, Duguleană Constantin, Busuioceanu Steliana, Romanian Statistical Review, Issue 3, 2016, p. 19-51, ISSN: 1018-046X, WOS:000392213800002, http://www.revistadestatistica.ro/wp-content/uploads/2014/01/RRS3_2016_1.pdf, <http://www.revistadestatistica.ro/index.php/a-structural-analysis-of-european-union-economy/>, http://www.revistadestatistica.ro/wp-content/uploads/2016/09/RRS3_2016_A2.pdf
13. *Brand Valuation Methodologies and Practices*, **L. Duguleană**, C. Duguleană, Bulletin of the Transilvania University of Brașov • Vol. 7 (56) • No. 1, Series V: Economic Sciences, 2014, p. 43-52, ISSN 2065-2194 (Print), ISSN 2065-2208 (CD-ROM), http://webbut.unitbv.ro/Bulletin/Series%20V/BULETIN%20V%20PDF/06_DUGULEANA%20L-DUGULEANA.pdf
14. *Analyzing the Economic Potential of Romanian Administrative Regions*, **Liliana Duguleană**, Constantin Duguleană, 1st International Conference on "Marketing&Business Development", MBD 2013, Ed. ASE, ISSN 2344-5130, ISSN-L 2344-5130, Facultatea de Marketing, A.S.E. București, 21-24.11.2013, www.marketingevents.ro/mbd, *International Journal of Economic Practices and Theories (IJEPT)* ISSN: 2247 – 7225 (online), p. 262-272, Special issue on Marketing and Business Development, Vol. 4, No. 2, 2014, <http://www.ijept.org/index.php/ijept/issue/view/12>
15. *Basic Concepts of Macroeconomic Development Marketing*, **L. Duguleana**, C. Duguleana, ID number 634-219, WSEAS International Conference RISK MANAGEMENT, ASSESSMENT AND MITIGATION (RIMA'10), Universitatea Politehnica, Bucharest, Romania, April 20-22, 2010, Proceedings of the International Conference RIMA'10 „Recent Advances in Risk Management, Assessment and Mitigation”, pag. 117-123, ISBN: 978-960-474-182-3, ISSN: 1790-2769, WSEAS Press, CD,

ISBN:978-960-474-183-0, <http://www.wseas.us/conferences/2010/bucharest/rima/>, www.wseas.us/e-library/conferences/2010/Bucharest/RIMA/RIMA-20.pdf

16. *Changes in the Development of European Tourism during 1990-2004*, **Duguleana Liliana**, Duguleana Constantin, PROCEEDINGS OF THE 2ND WSEAS INTERNATIONAL CONFERENCE ON CULTURAL HERITAGE AND TOURISM, (CUHT '09), Rodos, GREECE, 2009, p. 107-112, ISBN:978-960-474-103-8, WOS:000273266600016, www.wseas.us/e-library/conferences/2009/rodos/CUHT/CUHT16.pdf
17. *Some Aspects concerning the Equality of Income Distribution in Romania and in Some Developed Countries, at the End of the Second Millennium*, **Duguleana Liliana**, Duguleana Constantin, PROCEEDINGS OF THE 3RD INTERNATIONAL CONFERENCE ON MANAGEMENT, MARKETING AND FINANCES, Houston, USA, 2009, p. 139-141, ISBN:978-960-474-073-4, WOS:000266630000021, <https://doi.org/10.13140/2.1.1762.5600>, www.wseas.us/e-library/conferences/2009/houston/AMMF/AMMF21.pdf
18. *Testing the Law of Economic Growth and Income Distribution in the World Developed Countries*, Duguleana Constantin, **Duguleana Liliana**, PROCEEDINGS OF THE 3RD INTERNATIONAL CONFERENCE ON MANAGEMENT, MARKETING AND FINANCES, Houston, USA, 2009, p. 168-171, ISBN:978-960-474-073-4, Accession Number: WOS:000266630000026, DOI: 10.13140/2.1.3859.7122, www.wseas.us/e-library/conferences/2009/houston/AMMF/AMMF26.pdf
19. *The Students' Attitudes Concerning the Learning Process*, **Duguleana Liliana**, Duguleana Constantin, PROCEEDINGS OF THE 4TH WSEAS INTERNATIONAL CONFERENCE ON EDUCATIONAL TECHNOLOGIES (EDUTE'08), Corfu, GREECE, 2008, p. 112-115, ISBN:978-960-474-013-0, Accession Number: WOS:000262206400019
20. *Quantitative Marketing Research on Behavior of the Small and Medium Companies on Financial Advisory Services*, L. Duguleană, C.M Nicolae, Bulletin of the Transilvania University of Braşov • Vol. 6 (55) •No. 2 - 2013 Series V: Economic Sciences, p. 25-30, ISSN 2065-2194 (Print), ISSN 2065-2208 (CD-ROM), http://webbut.unitbv.ro/BU2013/Series%20V/Contents_V_MK.html, <http://webbut.unitbv.ro/BU2013/Series%20V/BULETIN%20V/005%20duguleana%20nicolae%20BUT%202013%202.pdf>
21. *The Intercultural Model of National Lebanese Market*, L. Duguleană, S.C. Popovici, Bulletin of the Transilvania University of Braşov, Vol. 7 (56) •No. 2, Series V: Economic Sciences, 2014, ISSN 2065-2194 (Print), ISSN 2065-2208 (CD-ROM), p. 259-266, http://webbut.unitbv.ro/Bulletin/Series%20V/BULETIN%20V/VI-02_DUGULEANA-%20L.pdf
22. *National Cultural Dimensions and Well-Being in Some Countries of the World, in 2013*, **L. Duguleană**, Cross – Cultural Management Journal, ISSN-L: 2286 – 0452, Volume XVI, Issue 2 (6) / 2014, p. 305-314, Conferința Internațională SEA 2014, Exploring Creativity: Practices And Patterns, în parteneriat cu Universitatea Transilvania din Braşov și Academia Română – Filiala Iași, 17th to 18th October 2014, Braşov, http://www.cmj.bxb.ro/Article/CMJ_6_9.pdf
23. *Analyzing and forecasting the European social climate*, **Duguleana L.**, Duguleana C., Bulletin of Transilvania University of Brasov, Vol. 8 (57) No.1 – 2015, Series V - Economic Sciences, ISSN 2065-2194, p. 207-226, http://webbut.unitbv.ro/Bulletin/Series%20V/BULETIN%20I%20PDF/24_Duguleana_L.pdf
24. *Marketing mix for rural development in Romania*, Klára - Dalma Polgár (Deszke), Liliana Duguleană, Bulletin of the Transilvania University of Braşov, Series V: Economic Sciences • Vol. 9 (58) No. 2 – 2016, p. 69-78
25. *Regional dimensions of rural development in Romania*, **Liliana Duguleană**, Constantin Duguleană, Klára – Dalma Polgár (Deszke), Bulletin of the Transilvania University of Braşov, Series V, Economic Sciences, Vol. 10 (59) No. 1 – 2017, ISSN 2065-2194 (Print), ISSN 2065-2208 (CD-ROM) p. 151-176, http://webbut.unitbv.ro/Bulletin/Series%20V/2017/BULETIN%20I%20PDF/17_DUGULEANA_Polgár.pdf
26. *Hypotheses in Research on the Level of Utilization of Financial Advisory Services for SMSs from Braşov County*, Nicolae C-M, **Duguleana L.**, Funaru M., MMK 2012, International Masaryk Conference for Ph.D. Students and Young Researchers, MAGNANIMITAS Assn. International and ECONFERENCE, December 10 – 14, 2012, vol. III. Hradec Králové, Czech Republic, pag. 626-633, http://www.vedeckekonference.cz/library/proceedings/mmk_2012.pdf