

INFORMAȚII PERSONALE

Liliana DUGULEANĂ

✉ ldugul@unitbv.ro

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

Limba engleză

Limba franceză

INTELEGERE		VORBIRE		SCRIERE
Ascultare	Citire	Participare la conversație	Discurs oral	
B2	B2	B2	B2	B2
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 ▪ competențe de comunicare dobândite prin experiența proprie de profesor

Competențe organizaționale/manageriale ▪ Leadership (coordonator al specializării Afaceri Internaționale – ID, director platforma/ laborator ASPECKT
▪ 2005 – 2018 - membru în Consiliul Științific al Școlii Doctorale a Universității
▪ 2006 – 2014 - expert evaluator în Comisia de experți permanenți, Agenția Română de Asigurarea Calității în Învățământul Superior, ARACIS, Comisia Științe Economice I

Competențe dobândite la locul de muncă ▪ 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 ▪ cunoașterea diverselor software-uri destinate activității academice, platforma e-learning

Lista publicațiilor relevante – selecție

Cărți și capitole în cărți:

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. *Econometrie în EViews și Stata*, Duguleană C., **Duguleană L.**, 2020, Ed. Universității Transilvania Brașov, ISBN 978-606-19-1327-5, 346 pag.
9. *Statistică în macroeconomie*, Duguleană, C., **Duguleană, L.**, 2023, Editura Universității Transilvania din Brașov, ISBN 978-606-19-1704-4, 305 pag.
10. *A Gravity Model of East-West European Migration*, **L. Duguleana**, C. Duguleana, S. Busuiocanu, 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>
11. *Identifying the Effects of Migration Flows within the Countries of the European Union*, Constantin Duguleana, **Liliana Duguleana**, Steliana Busuiocanu, *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, capitolul 8, p. 170-182, <http://www.cambridgescholars.com/east-west-migration-in-the-european-union-2>, <http://www.cambridgescholars.com/download/sample/63796>
12. *Identifying the Effects of Migration Flows within the Countries of the European Union*, Constantin Duguleana, Liliana Duguleana, Steliana Busuiocanu, 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>
13. *Measuring the Persistence in the Long-Run Growth Correlation of the Romanian GDP and Final Consumption*, DUGULEANA Constantin, **DUGULEANA Liliana**, Proceedings of the 3rd International Conference *Inclusive and sustainable economic growth. Challenges, measures and solutions*" (ISEG 2019), p. 118-127, Filodiritto Editore – Proceedings, Filodiritto Publisher, Bologna (Italy), ISBN 978-88-85813-51-9, https://iseg.unitbv.ro/wp-content/uploads/2016/11/EBOOK_D531_ISEG_2019-1-10.pdf
14. *New Challenges for the Romanian Higher Education – the Urban and Regional Development*, **DUGULEANA Liliana**, DUGULEANA Constantin, Proceedings of the 3rd International Conference *Inclusive and sustainable economic growth. Challenges, measures and solutions*" (ISEG 2019), p. 128-137, Filodiritto Editore – Proceedings, Filodiritto Publisher, Bologna (Italy), ISBN 978-88-85813-51-9, https://iseg.unitbv.ro/wp-content/uploads/2016/11/EBOOK_D531_ISEG_2019-1-10.pdf

Lucrări indexate ISI/BDI publicate în ultimii ani

1. *Financial performance and capital structure – an econometric approach for Romanian e-commerce companies during the COVID-19 pandemic*. Duguleană, C., **Duguleană, L.**, Deszke K.-D. (2024). *Economic Analysis and Policy*, 83, 786-812, ISSN: 0313-5926, eISSN: 0313-5926, <https://doi.org/10.1016/j.eap.2024.05.024>, WOS:001287705300001

2. *Examining the Disruptive Potential of Generation Z Tourists on the Travel Industry in the Digital Age*, Alina Petronela Pricope, Vancia, Codruta Adina Băltescu, Gabriel Brătucu, Alina Simona Tecău, Ioana Bianca Chitu, **Liliana Duguleană**, 2023, SUSTAINABILITY, Vol. 15 (8756), WOS: 001005135700001, eISSN 2071-1050, Q2, <https://www.webofscience.com/wos/woscc/full-record/WOS:001005135700001>, <https://doi.org/10.3390/su15118756>
3. *Recovery after Demerger: Evidence from Romanian Companies*, Duguleana, C.; **Duguleana, L.**; Baba, C.M.; Drumea, C.. Sustainability, 2022, 14, 1151, Q2. <https://doi.org/10.3390/su14031151>
4. *The Demerger Impact upon Sustainable Development of Economic Entities: Evidence from Romania*, Baba, Camelia Mirela; Duguleana, Constantin; Dinca, Marius Sorin; **Duguleana, Liliana**; Dinca, Gheorghita, 2021, SUSTAINABILITY, Vol. 13(15), 8316, Q2, DOI 10.3390/su13158316, WOS:000682240200001, eISSN 2071-1050
5. *Dynamic analysis of European organic agricultural areas in the context of sustainable development*, **Liliana Duguleană**, Marius Bălăşescu, Constantin Duguleană, Simona Bălăşescu, Nicoleta Andreea Neacşu, 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>
6. *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>
7. *A Structural Analysis of European Union Economy*, **Duguleană Liliana**, Duguleană Constantin, Busuiocanu 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
8. *Convergence of Export-Import Flows and Economic Development in the Central and Southeast European Union*, **Duguleană, L.**, Deszke, K-D., 2023. Bulletin of the Transilvania University of Braşov, Series V: Economic Sciences, Vol. 16(65) No. 2, pp. 155-168, <https://doi.org/10.31926/but.es.2023.16.65.2.17>, https://webbut.unitbv.ro/index.php/Series_V/article/view/6828/5228
9. *Financial Profitability of Demerged Companies*, Duguleană, C., **Duguleană, L.**, 2021. Bulletin of the Transilvania University of Braşov Series V: Economic Sciences • Vol. 14(63) No. 2–2021, p.173-182, <https://doi.org/10.31926/but.es.2021.14.63.2.20>, https://webbut.unitbv.ro/index.php/Series_V/article/view/643/581
10. *Cointegrated-Based Forecast of Long-Run Relationships*, **Duguleană, L.**, Deszke, K-D., 2021. Bulletin of the Transilvania University of Braşov Series V, Vol. 14(63) No. 1 – 2021, p. 153-168, <https://doi.org/10.31926/but.es.2021.14.63.1.16>, https://webbut.unitbv.ro/index.php/Series_V/article/view/342/281, https://www.academia.edu/ai_podcast/92529539
11. *EU Countries Fighting the Covid-19 Pandemic*, Duguleana C., **Duguleana L.**, Bulletin of the Transilvania University of Braşov Series V: Economic Sciences • Vol. 13 (62) No. 1 – 2020, ISSN 2065-2194 (Print), ISSN 2065-2208 (CD-ROM) <https://doi.org/10.31926/but.es.2020.13.62.1.14>, https://webbut.unitbv.ro/index.php/Series_V/article/view/210/156, p. 123-132
12. *Forecasting the Economic Growth in Romania with Cobb–Douglas Production Function*, **Liliana DUGULEANA**, Bulletin of the Transilvania University of Braşov , Series V, Economic Sciences, Vol. 12 (61) No. 2 – 2019, ISSN 2065-2194 (Print), ISSN 2065-2208 (CD-ROM), p. 157-174, https://webbut.unitbv.ro/index.php/Series_V/article/view/1277/1153
13. *Scenarios of Economic Development in Europe*, L. Duguleană, C. Duguleană, S. Busuiocanu, International Conference on Business Excellence, October 17-19th 2013, Braşov, "Marketing&Management. Challenges for the Knowledge Society" - Journal of the Society for Business Excellence, ISSN 1842-0206, vol. 8, p. 177-182, listed in: Cabell's, CEEOL, Index Copernicus, EBSCO, RePec, DOAJ. B+, <http://www.bizexcellence.ro/Conference.html>, http://bizexcellence.ro/wp-content/uploads/2014/03/Content_Special_Issue_ICBE2013.pdf, http://www.managementmarketing.ro/~store/suplimente/2013-International_Conference_on_Business_Excellence.pdf
14. *Brand Valuation Methodologies and Practices*, **L. Duguleană**, C. Duguleană, Bulletin of the Transilvania University of Braşov • 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
15. *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. Bucureşti, 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>
16. *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

17. *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
18. *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
19. *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
20. *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
21. *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>
22. *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
23. *National Cultural Dimensions and Well-Being in Some Countries of the World*, 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
24. *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%20V/VI-02_DUGULEANA-L.pdf
25. *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
26. *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%20V/VI-02_DUGULEANA_Polgar.pdf