

PERSONAL
INFORMATION


Elena-Nicoleta UNTARU

Colina Universității nr. 1, Corpul A, etajul III, Brașov, România

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elena.untaru@unitbv.ro

Sex Female | Date of birth  | Nationality Romanian

POSITION

Transilvania University of Brașov
PhD Coordinator Doctoral studies field: Marketing, 2021

EXPERTISE FIELD AND
RESEARCH INTEREST
AREAS

Consumer behavior in tourism and services, environmentally responsible behavior, services marketing, market segmentation, physical environment of a service organization, biophilic design, services quality, qualitative and quantitative marketing research, modeling of consumer behaviors, COVID-19

ORCID

0000-0003-4419-6933

WORK EXPERIENCE

From 2021

Professor
Transilvania University of Brașov
Faculty of Economic Sciences and Business Administration

2017 – 2021

Associate Professor
Transilvania University of Brașov
Faculty of Economic Sciences and Business Administration

2007 – 2017

Lector
Transilvania University of Brașov
Faculty of Economic Sciences and Business Administration

2002 – 2007

Assistant Professor
Transilvania University of Brașov, No 29 Eroilor Street, Brașov, Romania
Faculty of Economic Sciences and Business Administration

EDUCATION TRAINING

AND

- 2021 **Habilitation in marketing**
IOSUD - Transilvania University of Braşov
- 2014-2015 **Postdoctoral Specialization**
Transilvania University of Braşov
- 2005 – 2010 **Doctorate degree in Marketing**
Transilvania University, Brasov, Romania
- 1995 – 1999 **Bachelor's Degree in Marketing**
Transilvania University of Braşov
Faculty of Economic Sciences

PERSONAL SKILLS

Mother tongue(s)

Romanian language

Other language(s)

UNDERSTANDING		SPEAKING		WRITING
Listening	Reading	Spoken interaction	Spoken production	

English

C1/2 C1/2 C1/2 C1/2 C1/2

Replace with name of language certificate. Enter level if known.

Levels: A1/2: Basic user - B1/2: Independent user - C1/2 Proficient user
Common European Framework of Reference for Languages

Publications

Books

1. **Untaru E. N.** (2011). *Modele de comportament al consumatorilor de servicii turistice*, Editura Universității Transilvania din Brașov. <http://tinread.biblioteca.ase.ro/opac/authority/165462;jsessionid=DC869745B9864E36B9BA3C14A005BC24>
2. **Untaru E.N.**, Ispas A. (2018). *Marketingul serviciilor*, Editura Universității Transilvania din Brașov. <http://tinread.biblioteca.ase.ro/opac/authority/165462;jsessionid=DC869745B9864E36B9BA3C14A005BC24>

Articles presenting original scientific contributions, in extenso, published by the candidate as author or co-author in Web of Science journals with an impact factor

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, p. 50-59. <https://www.sciencedirect.com/science/article/abs/pii/S0278431916301876>
2. Ispas A., **Untaru E.**, Candrea A. (2019). Environmental Management Practices within Agritourism Boarding Houses in Romania- A Qualitative Study Among Managers, *Sustainability*, 11(14), 3887, p. 1-25. <https://www.mdpi.com/2071-1050/11/14/3887>
3. 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), p. 1186-1198. <https://onlinelibrary.wiley.com/doi/abs/10.1002/bse.2425>
4. 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*, <https://onlinelibrary.wiley.com/doi/abs/10.1002/csr.1931>
5. **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. <https://onlinelibrary.wiley.com/doi/abs/10.1002/cb.1826>
6. **Untaru E.N.**, Han H. (2021). Protective measures against COVID-19 and the business strategies of the retail enterprises: Differences in gender, age, education, and income among shoppers, *Journal of Retailing and Consumer Services* 60, 102446, <https://doi.org/10.1016/j.jretconser.2021.102446>.
7. Han, H., Lho, H.L., Kim, H-C., **Untaru, E.N.** (2021). Sustainable choices and behaviors among eco- friendly museum travelers: Exploring the drivers of sacrifice, visit, pay, and WOM intentions, *International Journal of Environmental Research and Public Health* 18(2). <https://www.mdpi.com/1660-4601/18/2/845>
8. Ana Ispas, **Untaru, E.N.**, Adina-Nicoleta Candrea & Heesup Han (2021). Impact of Place Identity and Place Dependence on Satisfaction and Loyalty toward Black Sea Coastal Destinations: The Role of Visitation Frequency, *Coastal Management*, DOI: 10.1080/08920753.2021.1899914. <https://www.tandfonline.com/doi/abs/10.1080/08920753.2021.1899914?journalCode=ucmg20>
9. **Untaru, E.N.**, Ariza-Montes, A., Kim, H., si Han, H. (2022). Green Environment, Mental Health, and Loyalty among Male and Female Patients. *Journal of Mens' Health*, 18(10), 207. <https://www.imrpress.com/journal/JOMH/18/10/10.31083/j.jomh1810207>

10. Untaru, E.N., Han, H., Bălăşescu, S., Kim, B., si Ariza-Montes, A. (2023). Green Atmospherics as Nature-Based Solutions and Patient Responses and Behaviors in Healthcare Establishments From Romania. **SAGE Open**, 13(1).
<https://doi.org/10.1177/21582440231162531>.
11. Bo Meng, Xiaoting Chi, Jinkyung Jenny Kim, **Elena-Nicoleta Untaru** & Heesup Han (2023): Norm activation and self-interested process in ethical behaviours for animal tourism: exploring the function of animal co-creation and Asian cultural values, **Current Issues in Tourism**, DOI: 10.1080/13683500.2023.2220955
12. **Untaru E-N**, Han H, David A, Chi X. (2023). Biophilic Design and Its Effectiveness in Creating Emotional Well-Being, Green Satisfaction, and Workplace Attachment Among Healthcare Professionals: The Hospice Context. **HERD: Health Environments Research & Design Journal**. doi:10.1177/19375867231192087.
13. Heesup Han, **Elena-Nicoleta Untaru**, Aleksandar Radic, Inyoung Jung, Wei Quan, Linda Heejung Lho & Hyerin Lee (2023) Consumer protective behaviors at wellbeing tourism destinations: the function of norm activation model and reasoned action theory, **Journal of Travel & Tourism Marketing**, 40:6, 512-531, DOI: 10.1080/10548408.2023.2263777
14. **Elena-Nicoleta Untaru**, Xiaoting Chi, Heekyoung Jung, Bee-Lia Chua & Heesup Han (26 Jun 2024): Assessing the Impact of the Influential Factors of Airport Biometric Technology on Air Traveler Behavioral Intentions in the With-COVID-19 Era: The Role of Attitude and Mental Health Value, **Tourism Planning & Development**, DOI: 10.1080/21568316.2024.2366413
15. Chi, X., Badu-Baiden, F., Kim, S. (Sam), Cao, J., **Untaru, E. N.**, Jung, H., & Han, H. (2024). Investigation on airline passengers' behaviors for biometric boarding technology: a combined application of TAM, AST, and BRT. **Asia Pacific Journal of Tourism Research**, 1–18.
<https://doi.org/10.1080/10941665.2024.2431233>
16. Băltescu, C. A., & **Untaru, E. -N.** (2025). Exploring the Characteristics and Extent of Travel Influencers' Impact on Generation Z Tourist Decisions. **Sustainability**, 17(1), 66.
<https://doi.org/10.3390/su17010066>.