

PERSONAL INFORMATION

Florin Mihai Nechita



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WORK EXPERIENCE

- | | |
|-----------------------|--|
| 1/10/2025- present | Professor
Transilvania University of Brasov, Brasov (Romania) |
| 17/09/2025-17/02/2026 | Fulbright Scholar
The Pennsylvania State University, USA |
| 22/02/2021-30/09/2025 | Associate professor
Transilvania University of Brasov, Brasov (Romania) |
| 01/10/2012-22/02/2021 | Lecturer
Transilvania University of Brasov, Brasov (Romania) |
| 01/10/1996-30/09/2012 | Associate lecturer
Transilvania University of Brasov, Brasov (Romania) |
| 20/02/2009-15/10/2011 | Marketing Director
Prodacta SA, dairy industry, 450 employees, Brasov (Romania) |
| 01/04/2008-19/02/2009 | Marketing Manager
Apemin Tusnad SA, Bottled water industry, 200 employees, Tusnad (Romania) |
| 01/09/2004-31/03/2008 | Brand Manager, Regional Trade Marketing Manager, Sales Manager
Ursus Breweries, part of SABMiller plc, Beer industry, 1200 employees, Brasov and Bucharest (Romania) |
| 20/07/1995-31/08/2004 | Marketing Manager
Aurora SA, Beer industry, 600 employees, Brasov (Romania) |

EDUCATION AND TRAINING

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|-----------------------|--|
| 01/10/2006-03/11/2011 | PhD in Marketing
University Transilvania of Brasov, Brasov (Romania) |
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- 01/10/2001–30/06/2003 **Master of Business Administration**
Transilvania University of Brasov, Brasov (Romania)
- 01/10/1990–30/06/1995 **Bachelor's degree in Marketing**
Transilvania University of Brasov, Brasov (Romania)
- 01/10/1989–30/06/1994 **Bachelor's degree in Electrical Engineering**
Transilvania University of Brasov, Brasov (Romania)

PERSONAL SKILLS

Mother tongue(s) Romanian

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C1	C1	C1	B2	B2

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user
Common European Framework of Reference for Languages

Communication skills good communication skills

Organisational / managerial skills

- Vice-dean responsible for students activity and relations with economic and socio-cultural environment, internationalization (January 2016 – March 2024)
- Training in Personal Communication and Teaching Methods organized by Maastricht School of Management, Romanian Canadian MBA and Transilvania University, November 2010
- Coordinator and initiator of *Student Show* – weekly TV show made by students and broadcasted on a local TV station since 2013
- Coordinator of the *Brasov Leo Academy* – partnership with Leo Burnett Bucharest for advertising teaching with the practitioners support – August 2014
- Project manager for research contract *The unconventional tools for promoting and interpreting Cultural Heritage of Brasov Region* - 2013
- Project manager for research contract *Destinations Branding and the unconventional tools for promoting and interpreting Cultural Heritage of Brasov Region* – 2014
- Coordinator and cofounder of the *Transilvania Creative Fest* – festival of creativity – December 2014
- Coordinator from Transilvania University of Brasov for the *Days of Clusters* international conference, October 2015 (project funded by ANCSI – Romanian Authority for Research and Innovation)
- Coordinator of the *Transilvania Creative Camp* – September 2016, September 2023, August 2025
- Coordinator of *Creative Communication for Cultural Heritage Summer School* – May 2018, Ancona & Macerata (Italy)
- Coordonator UNITBV pentru proiectul *Bridging the Gap between Student Competences and Working Life Needs* (HEIComp), 2023-2025
- Training from Pearson UK on Implementing Pearson BTEC HND Qualification in Business, April 2017
- Training for academic teaching organized by Faculty of Psychology and Education Sciences, May 2017
- Project member in *Enhancing Students' and Graduates' Labor Market Integration Capacity through Counseling and Practical Placements* (2014-2015)
- *Enhancing Students' and Graduates' Labor Market Integration Capacity through Counseling and Practical Placements*

- Project member in *Virtual reality - innovative solution for heritage promotion and conservation* – coordinated by Casa Mureșenilor Museum and funded by AFCN – June–October 2017
- Project member in *Habiter : apprentissages ordinaires et institutionnels de la citoyenneté* (HAPCIT) coordinated and funded by Université Lyon Lumière II, 2017-2018
- Project member in *I was citizen of Stalin town*, coordinated by Brasov County History Museum and funded by Europe for Citizens – August – November 2017
- Project member in ACT – Active Telling, Active Learning (602013-CITIZ-1-2018-1-IT-CITIZ-REMEM), coordinated by YouNet and funded by Europe for Citizens, 2019-2020
- Project member in *E-entrepreneur* (2019-2-DK01-KA205-060317), coordinated by Danish Youth and funded by Erasmus+, 2019-2021
- Project member in UniCulture (2019-1-RO01-KA203-063400), coordinated by Transilvania University of Brasov and funded by Erasmus+, 2019-2021
- Project member in EnvEdu-OERS, coordinated by Transilvania University of Brasov and funded by EEA Grants, 2020-2022
- Project member in E-PSY (617980-EPP-1-2020-1-GE-EPPKA2-CBHE-SP), coordinated by Sokhumi State University and funded by Erasmus+
- Project member in CultHera (2021-1-RO01-KA220-HED-0000-31987), coordinated by Transilvania University of Brasov and funded by Erasmus+, 2022-2024
- Project member in *Women in Resistance in the 20th century* (WORTH) CERV – 2022 – CITIZENS - REM-101091165 finantator: Europe for Citizens, 2023-2024

Job-related skills

- Teaching: Marketing; Social Marketing; Brand Management; Marketing Communications; Advertising Creation and Production, SEO & SEM
- Erasmus Mobility Teaching Exchange – Università di Macerata, Italy, May 2013
- Erasmus Mobility Teaching Exchange – University of Zadar, Croatia, May 2014
- Erasmus Mobility Teaching Exchange – Università Politecnica delle Marche, Ancona, Italy, October 2014
- Erasmus Mobility Teaching Exchange – University of Extremadura, Spain, May 2015
- Erasmus Mobility Teaching Exchange – University of the Aegean, Chios, Greece, October 2015
- Erasmus Mobility Teaching Exchange – Laurea University, Lohja, Finland, May 2016
- Meisei University Tokyo Teaching exchange, September – October 2016
- Erasmus Mobility Teaching Exchange – Università di Salerno, Salerno, Italy, May 2017
- Erasmus Mobility Teaching Exchange – Christelijke Hogeschool Ede, The Netherlands, September 2017
- Erasmus Mobility Teaching Exchange - Université Lumière Lyon 2, France, March 2018.
- Erasmus Mobility Teaching Exchange – University of Madeira, Portugal, December 2018
- Erasmus Mobility for Training – Federal University of Minas Gerais, Belo Horizonte, Brazil, June 2019
- Erasmus Mobility Teaching Exchange – Grupo Educacional UNIS, Brazil, February 2020
- Erasmus Mobility Teaching Exchange - Université Franche-Compté, France, October 2021
- Erasmus Mobility Teaching Exchange – The Pontifical University of John Paul II in Cracow, Poland, October 2022
- Erasmus Mobility Teaching Exchange – Heilbronn University of Applied Sciences, Germany, April 2023
- Erasmus Mobility Teaching Exchange – Instituto Politécnico da Guarda, Portugal, May 2023
- Erasmus Mobility Teaching Exchange – Technical University of Applied Sciences Würzburg-Schweinfurt, Germany, October 2023
- CEEPUS Mobility for Teaching – The Pontifical University of John Paul II in Cracow, Poland, April 2024
- Erasmus Mobility Teaching Exchange – M. Narikbayev University, Astana, Kazakhstan, June 2024

- Erasmus Mobility Teaching Exchange – Université Savoie Mont Blanc, France, August 2024
- Babson College Success in Entrepreneurship Ecosystem Development Program – 19-22 September, Timisoara, Romania
- Harvard Graduate School of Education – University Leadership Program – 8-10 April 2025, Timisoara, Romania
- CEEPUS Mobility for Teaching – The Pontifical University of John Paul II in Cracow, Polonia, May 2025

Professional recognition and committee involvement

- EFFIE 2021, 2022, 2023, 2024, 2025, 2026 – member of the jury
- Destinații vizionare (Visionary destinations) 2023, 2024, 2025 – member of the jury
- Referee for doctoral theses at Marche Polytechnic University, Ancona, Italy – 2023
- Guest lecturer for Brand Management - M. Narikbayev University, Astana, Kazakhstan, September – December 2024

Computer skills

Microsoft Office programmes

Publications

Books and book chapters

- NECHITA, F. (2012). **Construcția de marcă în industria berii și în industria laptelui** (*Brand building in beer industry and dairy industry*). Brașov: Transilvania University Press, ISBN 978-606-19-0035-0, 300 p.
- NECHITA, F., BRICIU, A. (2013). **Mijloace de promovare: note de curs, aplicații, studii de caz** (*Promotional tools: teaching notes, applications, case studies*). Brașov: Transilvania University Press, ISBN 978-606-19-0205-7, 186 p.
- NECHITA, F., ȘANDRU, C., CANDREA, A. N., ȚĂRANU, D. (editor) (2014). **Advertising and Heritage Interpretation**. Brașov: Transilvania University Press, ISBN 978-606-10-0470-9, 103 p.
- MIGDALOVICI, T., NECHITA, F. (editor) (2014). **Rebranding Brașov**. Brașov: Transilvania University Press, ISBN 978-606-10-0471-6, 100 p.
- CANDREA, A. N., NECHITA, F. (2015). **Interpretarea și promovarea patrimoniului cultural din muzee** (*Interpretation and promotion of the museums heritage*). Brașov: Transilvania University Press, ISBN 978-606-10-0470-9, 200 p.
- NECHITA, F. (editor) (2016). **Days of Clusters. Conference book. 6th Balkan and Black Sea Conference**, Brasov, 22-24 October 2015. Cluj-Napoca. Presa Universitara Clujeana, ISBN 978-973-595-931-9
- KAVOURA, A., NECHITA, F. (2016). **An exploratory study of Online Destination Images via User-Generated Content for Southeastern Rural Transylvania** (22 p.) in **Driving Tourism through Creative Destinations and Activities** edited by Királová, Alžbeta, IGI Global, ISBN-978-152-25-2016-0.
- NECHITA, F., TANAKA, H. (editor) (2017). **Creative Destinations and Heritage Interpretation: The Story of Transilvania Creative Camp 2016**. Cluj-Napoca. Presa Universitara Clujeana, ISBN 978-606-37-0144-3, 175 p.
- NECHITA, F., DEMETER, R., BRICIU, V.-A., VARELAS, S., KAVOURA, A. (2019). **Projected Destination Images Versus Visitor-Generated Visual Content in Brasov, Transylvania** (10 p.) in *Strategic Innovative Marketing and Tourism*, Springer Proceedings in Business and Economics book series, ISBN 978-3-030-12453-3.
- BRICIU, V.-A., DEMETER, R., NECHITA, F., KAVOURA, A., BRICIU, A. (2019). **A Proposed Online Platform for Ranking Place Brands Identity Characteristics of Official Tourism Websites** (8 p.) in *Strategic Innovative Marketing and Tourism*, Springer Proceedings in Business and Economics

book series, ISBN 978-3-030-12453-3.

VARELAS, S., GEORGITSEAS, P., NECHITA, F., SAHINIDIS, A., (2019). **Strategic Innovations in Tourism Enterprises Through Blockchain Technology** (7 p.) in Strategic Innovative Marketing and Tourism, Springer Proceedings in Business and Economics book series, ISBN 978-3-030-12453-3.

SOREA, D., HELEREA, E., LELUȚIU, L., NECHITA, F. (editor) (2019). **Amintiri din război. Biblioteca vie ACT – Active Telling, Active Learning**, Presa Universitara Clujeana, ISBN 978-606-37-0691-2.

COMAN, C., NECHITA, F., BULARCA, M. C. (2020). **Promovarea și brandingul universităților** (Universities promotion and branding) , C.H. Beck, ISBN 978-606-18-1003-1, 132 p.

NECHITA, F. (2020). **Comunicarea de marketing a muzeelor în era digitală** (Marketing communication for museums in the digital age). Presa Universitara Clujeană, ISBN 978-606-37-0950-0, 227 p.

NECHITA, F., TANAKA, H. (2021). Framing an International Summer School Project in Transylvania into Three Dimensions of the Hofstede's Model (10 p.) in Wainio E. (2021) Kulttuurikirjon sadonkorjuu / Intercultural Harvest.

GRABIAS, M., DE ROOS, H. C., NECHITA, F. (2021). **"Children of the Night". International Dracula Congress. Book of abstracts**. Presa Universitara Clujeană, ISBN 978-606-37-1121-3.

NECHITA, F. (editor) (2021). **Studii de caz în branding : eseuri studențești** (Case studies in branding: student essays). Presa Universitara Clujeană, ISBN 978-606-37-1331-6.

NECHITA, F. (editor) (2022). **Tehnici promoționale : studii de caz** (Prootional tools: case studies). Presa Universitară Clujeană, ISBN 978-606-37-1368-2.

BULARCA, M. C., COMAN, C., NECHITA, F., BULARCA, M. C. (2022). **Interacțiunea dintre studenți și universități în mediul online** (The online interaction between students and universities). C.H. Beck, ISBN 978-606-18-1155-7, 202 p.

NECHITA, F. (2022). **An Introduction to Museum Marketing Communication in the Digital Age**. Presa Universitară Clujeană, ISBN 978-606-37-1540-2.

NECHITA, F. (editor) (2022). **Branduri brașovene de 10** (High rated brands from Brașov). Presa Universitară Clujeană, ISBN 978-606-37-1542-6.

NECHITA, F. (editor) (2026). **Dracula Between Pop Culture and Tourism**. Transilvania University Press, ISBN 978-606-19-1852-2

NECHITA, F. (editor) (2026). **Transilvania Creative Camp 2025. Transilvania Creative Camp 2025: Project-Based Learning for Creative Destinations and Engaged Communities**. Transilvania University Press, ISBN 978-606-19-1839-3

Peer-reviewed papers and conferences proceedings

COMAN, C., NECHITA, F., COSTACHE, N. (1998). **Impactul Festivalului National al Berii asupra comunității** (*The Impact of the National Beer Festival on local community*). SIMPEC 98. International Symposium on Economic Sciences, nov. 1998, vol. 2, Brașov, Ed. Infomarket, p.270-277.

COMAN, C., NECHITA, F. (2000). **Piața bunurilor simbolice** (*The market for the symbolic goods*). SIMPEC 2000. International Symposium on Economic Sciences, nov. 2000, Brașov, Ed. Infomarket, p.107-112.

COMAN, A., NECHITA, F. (2000). **O radiografie a discursului publicitar** (*A radiography of the advertising discourse*). SIMPEC 2000. International Symposium on Economic Sciences, nov. 2000, Brașov, Ed. Infomarket, p.244-247.

NECHITA, F., (2002). **Piața berii din România** (*The Romanian beer market*).International Symposium on Economic Sciences. SIMPEC 2002, Ed. Infomarket, ISBN 973-8204-31-3, p. 146-152.

NECHITA, F., COMAN, C., COSTACHE, N. (2004). **La construction d'une strategie de marque**. International Symposium on Economic Sciences. SIMPEC 2004, Ed. Infomarket, ISBN 973-8204-57-7, p. 452-457.

COMAN, C., NECHITA, F., (2006). **The voting behavior – sociological approach and marketing approach**. SIMPEC 2006. The Proceedings of the 6th Biennial International Symposium, May, 20-21, 2006, Brașov, vol. I, Ed. Infomarket, pp. 70-77.

NECHITA, F. (2007). **Consumatorul epocii (post)moderne** (*The consumer of (post)modern ages*). Scientific Bulletin of D. Cantemir University, no. 8, Ed. Infomarket, ISSN 1841-298X, p. 217-223.

- NECHITA, F., RUSU, I., (2007). **The consumer of postmodern ages**. International Conference on Business Excellence ICBE 2007, Academy of Economic Science Bucharest, *Transilvania University of Brasov*, published in Proceedings of the 2nd International Conference on Business Excellence.
- NECHITA, F., (2007). **Rolul noilor mijloace de promovare în construcția mărcilor** (*The role of the new promotional tools for brand building*). International Colloquium on Social Sciences ACUM 2007, ISSN 1844-5667, p. 75-80.
- NECHITA, F., RUSU, I., (2009). **Brand strategies in Romanian FMCG industry**. International Conference on Business Excellence ICBE 2009, Academy of Economic Science Bucharest, *Transilvania University of Brasov*, published in Proceedings of the 4th International Conference on Business Excellence, ISBN 978-973-1747-12-5, p. 34-37.
- NECHITA, F., (2009). **Procesele de decizie ale consumatorilor pe piața bunurilor de larg consum** (*The decision process of the consumers on FMCG markets*). Colocviul Național de Științe Sociale ACUM 2009, *Transilvania University Press*, ISSN 1844-5667, p. 226-232.
- RUSU, I., NECHITA, F. (2009). **Franchise in Romania**, 33rd American Romanian Academy, Modernism and Progress in Arts and Science, Sibiu.
- NECHITA, F., REZEANU, C. et al. (2011). **Factors influencing consumer behaviour on the Romanian beer and dairy markets**. International Conference on Business Excellence ICBE 2011, Academy of Economic Science Bucharest, *Transilvania University of Brasov*, University of Akron, Ohio, published in Proceedings of the 6th International Conference on Business Excellence, ISBN 978-973-598-941-5, p. 29-31.
- NECHITA, F. (2013). **Using archetypes in advertising and branding**. International Colloquium on Social Sciences ACUM 2013, Brasov, 14-15 November 2013.
- NECHITA, F. (2014) **The new concepts shaping the marketing communication strategies of museums** in Bulletin of the *Transilvania University of Brașov*, Series VII: Social Sciences • Law • Vol. 7 (56) No. 1, p. 270-278.
- NECHITA, F., LOZO, I., CANDREA, A. N. (2014) **National Parks's web-based communication with visitors. Evidence from Piatra Craiului National Park in Romania and Paklenica National Park in Croatia** in Bulletin of the *Transilvania University of Brașov*, Series VII: Social Sciences • Law • Vol. 7 (56) No. 2, p. 139-150.
- NECHITA, F. (2015) **Bidding for the European Capital of Culture: common strenghts and weaknesses at the pre-selection stage** in Bulletin of the *Transilvania University of Brașov*, Series VII: Social Sciences • Law • Vol. 8 (57) No. 1, p. 103-118.
- NECHITA, F., (2015). **Brand communication strategy: the finest ingredient of the Romanian beer**. 3rd North and East European Congress on Food. Brasov, Romania, 20-23 May 2015.
- NECHITA, F., CANDREA, A. N., BRICIU, V., SANDRU, C. (2015). **The candidacy for the European Capital of Culture title: an opportunity for destination branding or for social engagement?** ESA2015, 12TH Conference of the European Sociological Association, Prague, 20-25 August 2015.
- NECHITA, F., COMAN, C., REZEANU, C., COPOSESCU, S. (2015). **European Capital of Culture: urban space regeneration and new cultural identity**. CCCS Conference 2015 „Identity and Culture”, Skopje, 3-5 September 2015.
- NECHITA, F., SANDRU, C., CANDREA, A. N., COMAN, C. (2015). **Valorizing intangible cultural heritage through experiential tourism: a Romanian case study**. 5th International Conference on Tourism Management and Tourism Related Issues, Kos, Greece, 8-9 October 2015.
- NECHITA, F., (2015). **The European Capital of Culture project and its role in culture-led urban regeneration**. Days of Clusters 2015, 6th Balkan and Black Sea Conference, Brasov, 22-24 October 2015.
- NECHITA, F., SANDRU, (2015). **Experiencing the intangible heritage of Fagaras Land at Leo AdCamp Summer School**. International Colloquium on Social Sciences ACUM 2015, Brasov, 19-21 November 2015.
- GERMAN, A. M., NECHITA, F. (2015). **The influence of dynamic capabilities on B2B branding in industry sector**. International Colloquium on Social Sciences ACUM 2015, Brasov, 19-21 November 2015.
- GERMAN, A. M., NECHITA, F. (2015). **Dynamic capabilities and B2B branding in industrial markets**. Bulletin of the *Transilvania University of Brașov* Series VII: Social Sciences • Law • Vol. 8 (57) No. 2 - 2015 , p. 155-162.
- CANDREA, A. N., ISPAS, A., UNTARU, E. N., NECHITA, F. (2016). **Marketing the Count's way: how Dracula's myth can revive Romanian tourism**. Bulletin of the *Transilvania University of*

Braşov Series V: Economic Sciences • Vol. 9 (58) No. 1 – 2016, p. 83-90.

NECHITA, F. (2016). **Extracurricular project-based learning in communication studies at Transilvania University of Brasov, Romania.** Japan Business Communication Association Conference, 1st October, Tokyo, Japan.

TANAKA, H., NECHITA, F. (2016). **Nurturing global competency through real world projects.** The 76th National Convention of Japan Business Communication Association, 8-9 October, Kyoto, Japan.

NECHITA, F. (2016). **Beyond Dracula Tourism in Transylvania: The Case of Rural Lapus Land.** Transylvanian Society of Dracula – International Open Dublin Conference – 20-21 October, Trinity College, Dublin.

SANDRU, C., NECHITA, F. (2016). **Multisensory Experiences of Italian Tourists in Rural Transylvania.** Symphonia – Emerging Issues in Management, No. 2 – 2016, p. 76-92.

KAJALO, S., ITO, N., NECHITA, F., SAKAGAWA, Y., SONG, J., & TANAKA, H. (2017). **Corporate Social Responsibility and Market Orientation – Exploring New Avenues For Future Research.** 5th Annual International Conference on Marketing (ICOM 2017), Colombo, Sri Lanka, May 25-26, 2017.

NECHITA, F., TANAKA, H., & KAJALO, S. (2017). **How visual narratives influence the projected image of a tourist destination. A Japanese focus on Transylvania.** 13th Conference of the European Sociological Association (ESA 2017), Athens, Greece, 29 Aug. – 01 Sept. 2017.

CESARANI, C., NECHITA, F. (2017). **Tourism and the Sharing Economy. An Evidence from Airbnb Usage in Italy and Romania.** Symphonia – Special Issue on Global Tourism Management, No. 1 – 2017, p. 32-47.

NECHITA, F. (2017). **Digital Media and Digital Marketing studies at European Universities.** International Colloquium on Social Sciences ACUM 2017, Brasov, 9-11 November 2017.

REZEANU, C. I., NECHITA, F., & COMAN, S. (2017). **Bridging Cities from Central and Eastern Europe to Appropriate Collective Memory and Reconfigure Identity.** II. EAST-WEST COHESION International Conference, University of Dunaujvaros, November 16-17, 2017.

NECHITA, F., TANAKA, H., & KAJALO, S. (2017). **Using Collaborative Project-Based Learning to Promote Tourism Destinations in Transylvania.** II. EAST-WEST COHESION International Conference, University of Dunaujvaros, November 16-17, 2017.

NECHITA, F., CANDREA, A.N., CSISZÉR, A., & TANAKA, H. (2018). **Valorizing intangible cultural heritage through community-based tourism in Lăpuş Land, Transylvania.** INTERPRET EUROPE's Conference 2018, Kőszeg, Hungary, 23-26 March 2018.

CSISZÉR, A., SZABÓ, C., NECHITA, F., & REZEANU, C. I. (2018). **The role of collective memory in reconfiguring identity.** INTERPRET EUROPE's Conference 2018, Kőszeg, Hungary, 23-26 March 2018.

GRAJDIERU COMAN, E., REZEANU, C. I., NECHITA, F., & COMAN, C. (2018). **Modern tendencies in experiential marketing: museums using augmented reality (ar) to convert young audiences into ambassadors of local culture.** 28th International Scientific Conference on Economic and Social Development, 19-20 April, Paris.

NECHITA, F. (2018). **Communication Studies (Re) Count on PBL.** IV UNIS International Congress, 23-27 April, Varginha, Brasil.

BRICIU, V.-A., NECHITA, F., & BRICIU, A. (2018). **Opportunities and Limitations of Online Place Branding Strategies in a Circular Economy Context.** MIC (Management International Conference) 2018, Bled, Slovenia, 30 May – 2 June, http://mic.fm-kp.si/programme/sessions_timetable

BRICIU, V.-A., BRICIU, A., & NECHITA, F. (2018). **Virtual Space, Web 1.0 and Web 2.0 from a Sociological Perspective on McDonaldisation of Society and Education,** XIV International On-line Conference "Virtuality and education - future perspectives", Nicolaus Copernicus University in Torun, Polonia, Faculty of Education Sciences, 30 May, Main Panel Conference Part I, http://www.edukacja.torun.pl/WEP/Conf_prog.pdf

REZEANU, C. I., NECHITA, F., GRAJDIERU COMAN, E., & COMAN, C. (2018). **Post-socialist city brands: from industrial cities to creative cities and the cognitive dissonance in between.** 7th Aalborg International Business Conference at Aalborg University, 30 May – 1 June, Aalborg, 2018, http://www.ibcconference.aau.dk/digitalAssets/389/389425_20180528--ibc-conference-2018-programme8.pdf

NECHITA, F., CANDREA, A.N., TANAKA, H., & KAJALO, S. (2018). **Intercultural dialogue between Japanese tourists and Romanian local communities in Lăpuş Land, Transylvania.** CREATOUR - 2nd International Conference Emerging and Future Trends in Creative Tourism, 7-9

June, Braga, Portugal, <https://creatourconference.weebly.com/programme.html>

NECHITA, F., CANDREA, A.N., CSISZÉR, A., & TANAKA, H. (2018). **Valorizing intangible cultural heritage through community-based tourism in Lăpuș Land, Transylvania.** Bulletin of the Transilvania University of Brașov, Series VII: Social Sciences •Law •Vol. 11 (60) No. 1 - 2018, p. 65-74.

PEPENE, N., NECHITA, F., & REZEANU, C.I. (2018). **Interpreting Recent Past Becomes a Cohesive Strategy for Central and Eastern European cities.** The Social Transformations We Live In: Between Cohesion and Fragmentation – ESA RN26 Midterm Conference, 20-22 September, Nova Gorica, Slovenia, <http://www.fuds.si/en/slovenian-social-science-conference>

NECHITA, F., DEMETER, R., BRICIU, V.A., KAVOURA, A., & VARELAS, S. (2018). **Projected Destination Images Versus Visitor-Generated Visual Content in Brasov, Transylvania.**

International Conference on Strategic Innovative Marketing and Tourism (ICSIMAT 2018), Vouliagmeni, Atena, 17-20 octombrie, secțiunea Track 6b - Collaborative Consumption in Digital Domain: Sharing Economy, Consumer/ Visitor Behaviour, <http://icsimat.com/programme/>

BRICIU, V. A., DEMETER, R., NECHITA, F., KAVOURA, A., & BRICIU, A., (2018). **A Proposed Online Platform for Ranking Place Brands Identity Characteristics of Official Tourism Websites.** International Conference on Strategic Innovative Marketing and Tourism (ICSIMAT 2018), Vouliagmeni, Atena, 17-20 octombrie, secțiunea Track 6b - Collaborative Consumption in Digital Domain: Sharing Economy, Consumer/ Visitor Behaviour, <http://icsimat.com/programme/>

NECHITA, F., TANAKA F., (2018). **Beyond formal marketing and business communication education: project-based learning at Transilvania University of Brașov and Meisei University Tokyo.** Marketing – from Information to Decision Conference, 25-28 October 2018, Cluj-Napoca, Romania, <https://econ.ubbcluj.ro/mid/conference/>.

REZEANU, C. I., NECHITA, F., & DEAKY, B. A.. (2018). **The marketing effects of introducing VR stimuli to enhance the visiting experience of history museums.** Marketing – from Information to Decision Conference, 25-28 October 2018, Cluj-Napoca, Romania, <https://econ.ubbcluj.ro/mid/conference/>.

NECHITA, F., CSESZNEK, C., SOREA, D., & RĂȚULEA, G. (2018). **Academic projects for enhancement of intangible cultural heritage valorization through community-based tourism in Făgăraș Land, Romania.** East-West Cohesion, University of Dunaujvaros, 12-13 November 2018, Hungary, <http://www.uniduna.hu/en/about-us/eastwest2018>

BRICIU, V.-A., BRICIU, A., NECHITA, F. (2019). **Content Analysis Made Simple for Students. An Interactive Online Application Solution.** XVth International Scientific On-line Conference "New media - interactivity - creativity - education", Torun, Poland, 30 May 2019,

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