

INFORMAȚII PERSONALE



Florin Mihai Nechita



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Sexul Masculin | - | Naționalitatea Română

EXPERIENȚA PROFESIONALĂ

22/02/2022–Prezent

Conferențiar dr.

Universitatea Transilvania din Brașov

01/10/2012–22.02.2021

Lector dr.

Universitatea Transilvania din Brașov

01/10/1996–30/09/2012

Cadru didactic asociat

Universitatea Transilvania din Brașov

20/02/2009–15/10/2011

Director marketing

Prodacta SA, industria laptelui, 450 angajați, Brașov

01/04/2008–19/02/2009

Marketing Manager

Apemin Tusnad SA, industria apelor minerale, 200 angajați, Tușnad Nou, jud. Harghita

01/09/2004–31/03/2008

Brand Manager, Regional Trade Marketing Manager, Sales Manager

Ursus Breweries, parte a SABMiller plc, industria berii, 1200 angajați, Brașov și București

20/07/1995–31/08/2004

Manager marketing

Aurora SA, industria berii, 600 angajați, Brașov

EDUCAȚIE ȘI FORMARE

01/10/2006–03/11/2011

Doctorat în marketing

Universitatea Transilvania din Brașov

01/10/2001–30/06/2003

Master în Administrarea afacerilor

Universitatea Transilvania din Brașov

01/10/1990–30/06/1995

Licențiat în Marketing

Universitatea Transilvania din Brașov, Facultatea de Științe Economice și administrarea afacerilor

01/10/1989–30/06/1994

Licențiat în Inginerie electrică

Universitatea Transilvania din Brașov, Facultatea de Electrotehnică

COMPETENȚE PERSONALE

Limba maternă

Româna

Alte limbi străine cunoscute

ÎNȚELEGERE		VORBIRE		SCRIERE
Ascultare	Citire	Participare la conversație	Discurs oral	
C1	C1	C1	C1	B2

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

Competențe de comunicare

Bune competențe de comunicare

Competențe organizaționale/manageriale

- Training în Personal Communication and Teaching Methods organizat de Maastricht School of Management, Romanian Canadian MBA și Universitatea Transilvania din Brașov, noiembrie 2010
- Coordonator și inițiator al *Student Show* – emisiunea studențească realizată de către studenți și difuzată la Nova TV Brașov din martie 2013
- Coordonator al *Brasov Leo Academy* – parteneriatul cu Leo Burnett Bucharest pentru predarea publicității cu sprijinul specialiștilor, august 2014
- Coordonator al proiectului *Brandingul destinațiilor și tehnici neconvenționale pentru promovarea și interpretarea patrimoniului cultural din Brașov*, 2014, contract 3415/25.04.2014, beneficiar Consiliul Județean Brașov, valoare 90.000 lei. Publicații rezultate: 2 cărți, 2 articole, 7 conferințe internaționale, o conferință internațională în țară.
- Coordonator și cofondator al *Transilvania Creative Fest* – festival de creativitate – decembrie 2014
- Coordonator din partea Universității Transilvania din Brașov a conferinței internaționale *Days of Clusters*, octombrie 2015. Proiect finanțat de Autoritatea Națională pentru Cercetare Științifică și Inovare (ANCSI), valoare 14.000 lei. Publicații rezultate: o carte.
- Coordonator al *Transilvania Creative Camp* – septembrie 2016, septembrie 2023
- Coordonator al *Creative Communication for Cultural Heritage Summer School* – mai 2018, Ancona și Macerata (Italia)
- Coordonator al proiectului *E-entrepreneur* (2019-2-DK01-KA205-060317), finanțare Erasmus+. Valoare proiect: 8323 euro.
- Coordonator UNITBV pentru proiectul *Bridging the Gap between Student Competences and Working Life Needs* (HEIComp), 2023-2025, finanțare Erasmus+. Valoare: 32263 euro.
- Prodecan cu studenții, relația cu mediul economic și socio-cultural, internaționalizare (ian. 2016 – mar. 2024)

Competențe dobândite la locul de muncă

- Activități de predare și seminar pentru disciplinele: Marketing, Mijloace de promovare, Marketing social, Creație și producție publicitară, Construcția de marcă, Tehnici promoționale, Optimizare și marketing în motoarele de căutare (SEO și SEM)
- Training from Pearson UK on Implementing Pearson BTEC HND Qualification in Business, aprilie 2017
- Babson College Success in Entrepreneurship Ecosystem Development Program – 19-22 sept., Timisoara, Romania
- Harvard Graduate School of Education – University Leadership Program – 8-10 apr. 2025, Timisoara, Romania

Recunoaștere profesională și
implicare în comisii

- Membru în juriul EFFIE 2021, 2022, 2023, 2024, 2025
- Membru în juriul Destinații vizionare 2023, 2024, 2025
- Referent teză doctorat – Marche Polytechnic University Ancona, Italia
- Lector M. Narikbayev University, Astana, Kazakhstan, sept. – dec. 2024

Competențe informatice

Programele din pachetul Microsoft Office

Publicații

- Cărți (autor sau coautor): 7
- Cărți coordonate: 8
- Capitole în cărți: 5
- Articole în jurnale academice: 34
- Articole publicate în volumele unor manifestări științifice: 5
- Participări la conferințe internaționale: 34
- Participări la conferințe internaționale organizate în țară: 30

INFORMAȚII SUPLIMENTARE ȘI REFERINȚE:

- <https://www.unitbv.ro/contact/comunitatea-unitbv/3045-florin-mihai-nechita.html>
- https://www.researchgate.net/profile/Florin_Nechita
- https://scholar.google.com/citations?user=dtmV_T0AAAAJ&hl=en
- <https://orcid.org/0000-0002-5398-722X>
- <https://www.webofscience.com/wos/author/record/B-4567-2019>
- <https://www.scopus.com/authid/detail.uri?authorid=57193788117#>
- <https://www.linkedin.com/in/florin-nechita-66a2554/>

LISTA COMPLETĂ DE LUCRĂRI

A. LUCRĂRI RELEVANTE PENTRU REALIZĂRILE PERSONALE (10)

1. CANDREA, Adina Nicoleta, CIOBANU, Elena, NECHITA, Florin, BRĂTUCU, Gabriel, COMAN, Elena, ȘCHIOPU, Carmen, 2025, „How Do Visitors to Mountain Museums Think? A Cross-Country Perspective on the Sentiments Decoded from TripAdvisor Reviews”, în *Electronics* 14(8), 1637, DOI: <https://doi.org/10.3390/electronics14081637>
2. NECHITA, Florin, 2022, *An Introduction to Museum Marketing Communication in the Digital Age*, Cluj-Napoca, Presa Universitară Clujeană, ISBN 978-606-37-1540-2.
3. BULARCA, Maria-Crina, NECHITA, Florin, ȘARGU, Lilia, MOTOI, Gabriela, OTOVESCU, Adrian, COMAN, Claudiu, 2022, „Looking for the Sustainability Messages of European Universities’ Social Media Communication during the COVID-19 Pandemic”, în *Sustainability* 14(3), 1554, DOI: <https://doi.org/10.3390/su14031554>
4. LIU, Yong, CHIN, Wei Lee, NECHITA, Florin, CANDREA, Adina Nicoleta, 2020, „Framing Film-Induced Tourism into a Sustainable Perspective from Romania, Indonesia and Malaysia”. În *Sustainability* 12(23), 9910, DOI: <https://doi.org/10.3390/su12239910>
5. NECHITA, Florin, REZEANU, Cătălina Ionela, 2019, „Augmenting Museum Communication Services to Create Young Audiences”. În *Sustainability*, 11(20), 5830. <https://doi.org/10.3390/su11205830>
6. NECHITA, Florin, DEMETER, Robert, BRICIU, Victor-Alexandru, VARELAS, Sotirios, KAVOURA, Androniki, 2019, „Projected Destination Images Versus Visitor-Generated Visual Content in Brasov, Transylvania”, în KAVOURA, Androniki, KEFALLONITIS, Efsthios, GIOVANIS, Apostolos (Eds.) *Strategic Innovative Marketing and Tourism. Springer Proceedings in Business and Economics. Springer, Cham*, ISSN 2198-7246, ISSN 2198-7254 (electronic), ISBN 978-3-030-12452-6, ISBN 978-3-030-12453-3 (eBook), Springer Nature Switzerland, pp. 613-622, DOI: https://doi.org/10.1007/978-3-030-12453-3_70
7. KAVOURA, Androniki, NECHITA, Florin, 2017, „An exploratory study of Online Destination Images via User-Generated Content for Southeastern Rural Transylvania”, în KIRÁLOVÁ, Alžbeta (Ed.) *Driving Tourism through Creative Destinations and Activities*, IGI Global, ISBN 978-152-25-2016-0, ISBN 978-152-25-2017-7 (eBook), pp. 45-66, DOI: <https://doi.org/10.4018/978-1-5225-2016-0.ch003>
8. NECHITA, Florin, 2015, „Bidding for the European Capital of Culture: common strenghts and weaknesses at the pre-selection stage”, în *Bulletin of the Transilvania University of Braşov*, Series VII: Social Sciences and Law ISSN 2066-7701 (Print), ISSN 2066-771X (CD-ROM), Vol. 8 (57), No. 1, pp. 103-118, https://webbut.unitbv.ro/index.php/Series_VII/article/view/4475
9. NECHITA, Florin, 2014, „The new concepts shaping the marketing communication strategies of museums”, în *Bulletin of the Transilvania University of Braşov*, Series VII: Social Sciences and Law ISSN 2066-7701 (Print), ISSN 2066-771X (CD-ROM), Vol. 7 (56), No. 1, pp. 270-278, https://webbut.unitbv.ro/index.php/Series_VII/article/view/5099
10. NECHITA, Florin, 2012, *Construcția de marcă în industria berii și în industria laptelui*, Braşov, Editura Universității Transilvania din Braşov , ISBN 978-606-19-0035-0

B. TEZA DE DOCTORAT

- NECHITA, Florin-Mihai, „Construcția de marcă în industria berii și în industria laptelui”, teză de doctorat, conducător doctorat prof. dr. Gabriel BRĂTUCU, Școala Doctorală Interdisciplinară, Facultatea de Științe economice și administrarea afacerilor, Universitatea Transilvania din Brașov, susținută în 3.11.2011

C. CĂRȚI ȘI CAPITOLE ÎN CĂRȚI

- NECHITA, Florin (Coord.), 2022, *Branduri brașovene de 10*, Cluj-Napoca, Presa Universitară Clujeană, ISBN 978-606-37-1542-6.
- NECHITA, Florin, 2022, *An Introduction to Museum Marketing Communication in the Digital Age*, Cluj-Napoca, Presa Universitară Clujeană, ISBN 978-606-37-1540-2.
- BULARCA, Maria Cristina, COMAN, Claudiu, NECHITA, Florin, 2022, *Interacțiunea dintre studenți și universități în mediul online*, București, C.H. Beck, ISBN 978-606-18-1155-7, 202 p.
- NECHITA, Florin (Coord.), 2022, *Tehnici promoționale: studii de caz*, Cluj-Napoca, Presa Universitară Clujeană, ISBN 978-606-37-1368-2.
- NECHITA, Florin (Coord.), 2021, *Studii de caz în branding: eseuri studențești*, Cluj-Napoca, Presa Universitară Clujeană, ISBN 978-606-37-1331-6.
- NECHITA, Florin, TANAKA, Hiromasa, 2021, „Framing an International Summer School Project in Transylvania into Three Dimensions of the Hofstede's Model” in Wainio E. (2021) *Kulttuurikirjon sadonkorjuu / Intercultural Harvest*.
- NECHITA, Florin, 2020, *Comunicarea de marketing a muzeelor în era digitală*, Cluj-Napoca, Presa Universitară Clujeană, ISBN 978-606-37-0950-0 (e-book), 978-606-37-0949-4 (tipar)
- COMAN, Claudiu, BULARCA, Maria Cristina, NECHITA, 2020, *Promovarea și brandingul universităților*, București, C.H. Beck, ISBN 978-606-18-1003-1
- SOREA, Daniela, HELEREA, Elena, LELUȚIU, Laura, NECHITA, Florin (coordonatori), 2019, *Amintiri din război. Biblioteca vie ACT – Active Telling, Active Learning*, Cluj-Napoca, Presa Universitară Clujeană, ISBN 978-606-37-0691-2
- VARELAS, Sotirios, GEORGITSEAS, Panagiotis, NECHITA, Florin, SAHINIDIS, Alexandros, 2019, „Strategic innovations in tourism enterprises through blockchain technology” în KAVOURA, Androniki, KEFALLONITIS, Efstathios, GIOVANIS, Apostolos (Eds.) *Strategic Innovative Marketing and Tourism. Springer Proceedings in Business and Economics. Springer, Cham*, ISSN 2198-7246, ISSN 2198-7254 (electronic), ISBN 978-3-030-12452-6, ISBN 978-3-030-12453-3 (eBook), Springer Nature Switzerland, pp. 885-891, DOI: https://doi.org/10.1007/978-3-030-12453-3_102
- BRICIU, Victor-Alexandru, DEMETER, Robert, NECHITA, Florin, KAVOURA, Androniki, BRICIU, Arabela, 2019, „A Proposed Online Platform for Ranking Place Brands Identity Characteristics of Official Tourism Websites”, în KAVOURA, Androniki, KEFALLONITIS, Efstathios, GIOVANIS, Apostolos (Eds.) *Strategic Innovative Marketing and Tourism. Springer Proceedings in Business and Economics. Springer, Cham*, ISSN 2198-7246, ISSN 2198-7254 (electronic), ISBN 978-3-030-

- 12452-6, ISBN 978-3-030-12453-3 (eBook), Springer Nature Switzerland, pp. 755-762, DOI: https://doi.org/10.1007/978-3-030-12453-3_87
- NECHITA, Florin, DEMETER, Robert, BRICIU, Victor-Alexandru, VARELAS, Sotirios, KAVOURA, Androniki, 2019, „Projected Destination Images Versus Visitor-Generated Visual Content in Brasov, Transylvania”, în KAVOURA, Androniki, KEFALLONITIS, Efstathios, GIOVANIS, Apostolos (Eds.) *Strategic Innovative Marketing and Tourism. Springer Proceedings in Business and Economics. Springer, Cham*, ISSN 2198-7246, ISSN 2198-7254 (electronic), ISBN 978-3-030-12452-6, ISBN 978-3-030-12453-3 (eBook), Springer Nature Switzerland, pp. 613-622, DOI: https://doi.org/10.1007/978-3-030-12453-3_70
 - NECHITA, Florin, TANAKA, Hiromasa, 2017, *Creative Destinations and Heritage Interpretation: The Story of Transylvania Creative Camp 2016*, Cluj-Napoca, Presa Universitara Clujeana, ISBN 978-606-37-0144-3
 - KAVOURA, Androniki, NECHITA, Florin, 2017, „An exploratory study of Online Destination Images via User-Generated Content for Southeastern Rural Transylvania”, în KIRÁLOVÁ, Alžbeta (Ed.) *Driving Tourism through Creative Destinations and Activities*, IGI Global, ISBN 978-152-25-2016-0, ISBN 978-152-25-2017-7 (eBook), pp. 45-66, DOI: <https://doi.org/10.4018/978-1-5225-2016-0.ch003>
 - NECHITA, Florin (editor), 2016, *Days of Clusters. Conference book. 6th Balkan and Black Sea Conference, Brasov, 22-24 October 2015*, Cluj-Napoca, Presa Universitară Clujeană, ISBN 978-973-595-931-9
 - CANDREA, Adina Nicoleta, NECHITA, Florin, 2015, *Interpretarea și promovarea patrimoniului cultural din muzee*, Brașov, Editura Universității Transilvania, ISBN 978-606-10-0470-9
 - MIGDALOVICI, Teodora, NECHITA, Florin (coordonatori), 2014, *Rebranding Brașov*, Brașov, Editura Universității Transilvania din Brașov, ISBN 978-606-10-0471-6
 - NECHITA, Florin, ȘANDRU, Codrina, CANDREA, Adina Nicoleta, ȚĂRANU, Dan, 2014, *Advertising and Heritage Interpretation*, Brașov, Editura Universității Transilvania din Brașov, ISBN 978-606-10-0470-9
 - NECHITA, Florin și BRICIU, Arabela, 2013, *Mijloace de promovare. Note de curs, aplicații, studii de caz*, Brașov, Editura Universității Transilvania din Brașov, ISBN 978-606-19-0205-7
 - NECHITA, Florin, 2012, *Construcția de marcă în industria berii și în industria laptelui*, Brașov, Editura Universității Transilvania din Brașov, ISBN 978-606-19-0035-0

D. ARTICOLE/ STUDII PUBLICATE ÎN REVISTE DE SPECIALITATE DE CIRCULAȚIE INTERNAȚIONALĂ RECUNOSCUTE

- CANDREA, Adina Nicoleta, CIOBANU, Elena, NECHITA, Florin, BRĂTUCU, Gabriel, COMAN, Elena, ȘCHIOPU, Carmen, 2025, „How Do Visitors to Mountain Museums Think? A Cross-Country Perspective on the Sentiments Decoded from TripAdvisor Reviews”, în *Electronics* 14(8), 1637, DOI: <https://doi.org/10.3390/electronics14081637>
- VUJIĆ, Aleksandar, TRIŠIĆ, Igor, ŠTETIĆ, Snežana, SKENDEROVIĆ, Ibro, NECHITA, Florin, UJKANOVIC, Enis, ČATOVIĆ, Azra LJAJIĆ, Samir, 2025, „The Impact of Institutional and Ecological Sustainability Systems on Resident Satisfaction Using

- Protected Area Management as an Example”, în *Land* 14(3), 544, DOI: <https://doi.org/10.3390/land14030544>
- TABAK, Biljana, TRIŠIĆ, Igor, ŠTETIĆ, Snežana, NECHITA, Florin, ILIĆ, Milica, OBADOVIĆ, Milena, DOBRESKU, Ada Ioana, 2025, „Economic and Socio-Cultural Development Dimension—Two Lake-Protected Areas’ Sustainability: A Case of Hungary and Serbia”, în *Land* 14(3), 479, DOI: <https://doi.org/10.3390/land14030479>
 - GRABIAS, Magdalena, GARCIA, Yuri, NECHITA, Florin, PRALEA, Cristian, 2025, „Dracula and Vampires in Literature, Film, and Popular Culture”, în *Bulletin of the Transilvania University of Braşov. Series IV: Philology and Cultural Studies*, Vol. 18(67) No. 1 – 2025. https://webbut.unitbv.ro/index.php/Series_IV/article/view/9706
 - TRIŠIĆ, Igor, ŠTETIĆ, Snežana, CANDREA, Adina Nicoleta, NECHITA, Florin, APETREI, Manuela, PAVLOVIĆ, Marko, STOJANOVIĆ, Tijana, PERIĆ, Marija, 2024, „The Impact of Sustainable Tourism on Resident and Visitor Satisfaction—The Case of the Special Nature Reserve ‘Titelski Breg’, Vojvodina”, în *Sustainability* 16(7), 2720, DOI: <https://doi.org/10.3390/su16072720>
 - TRIŠIĆ, Igor, BRĐANIN, Eldin, MAJSTOROVIĆ, Nevena, CANDREA, Adina Nicoleta, ŠTETIĆ, Snežana, NECHITA, Florin, PREMOVIĆ, Jelena, 2024, „Importance of the Ramsar Site Labudovo Okno for Sustainable Tourism—Evidence from Vojvodina Province”, în *Sustainability* 16(4), 1470, DOI: <https://doi.org/10.3390/su16041470>
 - STOJANOVIĆ, Tijana, TRIŠIĆ, Igor, BRĐANIN, Eldin, ŠTETIĆ, Snežana, NECHITA, Florin, CANDREA, Adina Nicoleta, 2024, „Natural and Sociocultural Values of a Tourism Destination in the Function of Sustainable Tourism Development—An Example of a Protected Area”, în *Sustainability* 16(2), 759, DOI: <https://doi.org/10.3390/su16020759>
 - RISTIĆ, Vladica, TRIŠIĆ, Igor, ŠTETIĆ, Snežana, MAKSIN, Marija, NECHITA, Florin, CANDREA, Adina Nicoleta, PAVLOVIĆ, Marko, HERTANU, Andreea, 2024, „Institutional, Ecological, Economic, and Socio-Cultural Sustainability—Evidence from Ponjavica Nature Park”, în *Land* 13(5), 669, DOI: <https://doi.org/10.3390/land13050669>
 - RISTIĆ, Vladica, TRIŠIĆ, Igor, ŠTETIĆ, Snežana, NECHITA, Florin, CANDREA, Adina Nicoleta, MAJSTOROVIĆ, Nevena, TOMAŠEVIĆ, Vladimir, 2024, „Importance of Forest Ecosystem within Important Plant Areas (IPAs) for the Development of Nature-Based Tourism—A Case Study of Fruška Gora National Park”, în *Forests* 15(7), 1213, DOI: <https://doi.org/10.3390/f15071213>
 - TRIŠIĆ, Igor, PRIVITERA, Donatella, RISTIĆ, Vladica, ŠTETIĆ, Snežana, STANIĆ JOVANOVIĆ, Sara, NECHITA, Florin, 2023, „Measuring Residents’ and Visitors’ Satisfaction with Sustainable Tourism—The Case of ‘Rusanda’ Nature Park, Vojvodina Province”, în *Sustainability* 15(23), 16243, DOI: <https://doi.org/10.3390/su152316243>
 - TRIŠIĆ, Igor, STANIĆ JOVANOVIĆ, Sara, ŠTETIĆ, Snežana, NECHITA, Florin, CANDREA, Adina Nicoleta, 2023, „Satisfaction with Sustainable Tourism—A Case of the Special Nature Reserve ‘Meadows of Great Bustard’, Vojvodina Province”, în *Land* 12(8), 1511, DOI: <https://doi.org/10.3390/land12081511>
 - TRIŠIĆ, Igor, MILOJKOVIĆ, Dragana, RISTIĆ, Vladica, NECHITA, Florin, MAKSIN, Marija, ŠTETIĆ, Snežana, CANDREA, Adina Nicoleta, 2023, „Sustainable Tourism of Important Plant Areas (IPAs)—A Case of Three Protected Areas of Vojvodina Province”, în *Land* 12(7), 1278, DOI: <https://doi.org/10.3390/land12071278>
 - LIU, Yong, LING, Mayyer, NECHITA, Florin, 2023, „Higher-Institution-Based Film Festivals as a Vehicle to Improve Student Production Quality and Form University–Industry Connections”, în *Trends in Higher Education* 2(2), 340–362, DOI: <https://doi.org/10.3390/higheredu2020020>

- TRIŠIĆ, Igor, NECHITA, Florin, RISTIĆ, Vladica, ŠTETIĆ, Snežana, MAKŠIN, Marija, ATUDOREI, Ioana Anisa, 2023, „Sustainable Tourism in Protected Areas—The Case of the Vršac Mountains Outstanding Natural Landscape, Vojvodina Province (Northern Serbia)”, in *Sustainability* 15(10), 7760, DOI: <https://doi.org/10.3390/su15107760>
- TRIŠIĆ, Igor, NECHITA, Florin, MILOJKOVIĆ, Dragana, ŠTETIĆ, Snežana, 2023, „Sustainable Tourism in Protected Areas—Application of the Prism of Sustainability Model”, in *Sustainability* 15(6), 5148, DOI: <https://doi.org/10.3390/su15065148>
- NECHITA, Florin, RĂȚULEA, Gabriela Georgeta, BORCOMAN, Mariana, SOREA, Daniela, LELUȚIU, Laura Mihaela, 2023, „Hybrid Events as a Sustainable Educational Approach for Higher Education”, in *Trends in Higher Education* 2(1), 29–44, DOI: <https://doi.org/10.3390/higheredu2010003>
- BULARCA, Maria-Crina, NECHITA, Florin, ȘARGU, Lilia, MOTOI, Gabriela, OTOVESCU, Adrian, COMAN, Claudiu, 2022, „Looking for the Sustainability Messages of European Universities’ Social Media Communication during the COVID-19 Pandemic”, in *Sustainability* 14(3), 1554, DOI: <https://doi.org/10.3390/su14031554>
- POPA, Daniela, NECHITA, Florin, LIU, Yong, CHIN, Shirley Wei Lee, 2021, „Linking Positive Psychology and Intercultural Competence by Movies: Evidence From Brunei and Romania”, in *Frontiers in Psychology* 12, 750904, DOI: <https://doi.org/10.3389/fpsyg.2021.750904>
- VIEIRA, Nuno G. S., POCINHO, Miguel, NUNES, Carlos, NECHITA, Florin, 2021, „Sustainable Customer Digital Engagement Strategies for the Tourism Recovery Perspective”, in *Bulletin of the Transilvania University of Braşov, Series V: Economic Sciences* 14(63), 51–62, DOI: <https://doi.org/10.31926/but.es.2021.14.63.1.5>
- LIU, Yong, CHIN, Wei Lee, NECHITA, Florin, CANDREA, Adina Nicoleta, 2020, „Framing Film-Induced Tourism into a Sustainable Perspective from Romania, Indonesia and Malaysia”. In *Sustainability* 12(23), 9910, DOI: <https://doi.org/10.3390/su12239910>
- TANAKA, Hiromasa, NECHITA, Florin, 2020, „Social Cognition of Temporality and Environment: Lingua Franca English Construction”. In *Business Communication Research and Practice*, 3(1), pp. 17-26, DOI: <https://doi.org/10.22682/bcrp.2020.3.1.17>, link articol: https://www.e-bcrp.org/archive/view_article?pid=bcrp-3-1-17
- NECHITA, Florin, REZEANU, Cătălina Ionela, 2020, „Augmenting Museum Communication Services to Create Young Audiences”. In *Sustainability*, 11(20), 5830. <https://doi.org/10.3390/su11205830>
- BRICIU, Victor-Alexandru, NECHITA, Florin, DEMETER, Robert, KAVOURA, Androniki, 2019, „Minding the Gap Between Perceived and Projected Destination Image by Using Information and Communication Platforms and Software”. In *International Journal of Computational Methods in Heritage Science (IJCMHS)*, vol. 3(2), pp. 1-17, DOI: 10.4018/IJCMHS.2019070101
- NECHITA, Florin, 2019, „Urban Changes and Citizens’ Engagement by Using Digital Media” in *Bulletin of the Transilvania University of Brasov*, Vol. 12(61), No. 1-2019, Series VII, Social Science and Law, ISSN 2066-7701 (Print), ISSN 2066-771X (CD-ROM), pp. 161-170, <https://doi.org/10.31926/but.ssl.2019.12.61.1.15>
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E. ARTICOLE/ STUDII PUBLICATE ÎN VOLUMELE UNOR MANIFESTĂRI ȘTIINȚIFICE INTERNAȚIONALE RECUNOSCUTE DIN ȚARĂ ȘI DIN STRĂINĂTATE
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F. PROIECTE DE CERCETARE-DEZVOLTARE PE BAZĂ DE CONTRACT/GRANT
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Programul/ Proiectul	Funcția	Perioada
<i>Bridging the Gap between Student Competences and Working Life Needs</i> (HEIComp). Valoare UNITBV: 32263 euro	Director proiect partener UNITBV	2023-2025
<i>Women in Resistance in th 20th century</i> (WORTH) CERV – 2022 – CITIZENS - REM-101091165, Europe for Citizens	Membru echipă partener UNITBV	2023-2024
CultHera (2021-1-RO01-KA220-HED-0000-31987)	Membru echipă partener UNITBV	2022-2024
E-PSY (617980-EPP-1-2020-1-GE-EPPKA2-CBHE-SP)	Membru echipă partener UNITBV	2021-2023

EnvEdu-OERS, finanțat EEA Grants	Membru echipă partener UNITBV	2020-2022
TELL- <i>Telling the story, Learning from Listening</i> , Programul Europe for Citizens, (617791-CITIZ-1-2020-1-IT-CITIZ-REMEM),	Membru echipă partener UNITBV	2020-2022
<i>E-entrepreneur</i> , Programul Erasmus+, 2019-2-DK01-KA205-060317, Coordonare proiect Danish Youth, valoare proiect 8323 euro	Director proiect partener UNITBV	2019-2021
<i>UniCulture</i> , Programul ERASMUS+, 2019-1-RO01-KA203-063400.	Membru echipă partener UNITBV	2019 - 2021
<i>ACT – Active Telling, Active Learning</i> , Programul Europe for Citizens, 602013-CITIZ-1-2018-1-IT-CITIZ-REMEM	Membru echipă partener UNITBV	2018-2020
<i>Habiter : apprentissages ordinaires et institutionnels de la citoyenneté (HAPCIT)</i> , beneficiar Universite Lyon 2, Franța.	Membru echipă partener UNITBV	2017-2019
<i>Futur ICT 2.0 - Large scale experiments and simulations for the second generation of FuturICT</i> , coordonat de CNR/ISTC Italy și finanțat de FLAG-ERA Joint Transnational Call (JTC) 2016.	Membru echipă partener UNITBV	2017-2019
<i>I was citizen of Stalin town</i> , Programul Europe for Citizens, 577229-CITIZ-1-2016-1-RO-CITIZ-REMEM, Coordonator: Muzeul Județean de Istorie Brașov	Membru echipă partener UNITBV	2017
<i>Realitatea virtuală – soluție inovativă de promovare și conservare a patrimoniului istoric</i> , AFCN, Coordonator: Muzeul Casa Mureșenilor Brașov	Membru echipă partener UNITBV	2017
<i>Transylvania Creative Camp</i> , beneficiar Consiliul local Târgu Lăpuș, valoare 14.210 lei. Publicații rezultate: o carte, 3 articole, și 9 conferințe internaționale.	Director proiect	2016
<i>Days of Clusters. 6th Balkan and Black Sea Conference, Brasov, 22-24 October 2015</i> , beneficiar Autoritatea Națională pentru Cercetare Științifică și Inovare, valoare 14.000 lei. Publicații rezultate: o carte.	Director proiect	2015
<i>Brandingul destinațiilor și tehnici neconvenționale de interpretare a patrimoniului</i> , contract nr. 3415/25.04.2014, beneficiar Consiliul Județean Brașov, valoare 90.000 lei. Publicații rezultate: 2 cărți, 2 articole, 7 conferințe internaționale și o conferință națională.	Director proiect	2014
<i>Tehnici neconvenționale de interpretare a patrimoniului cultural</i> , contract nr. 11021/29.10.2013, beneficiar Consiliul Județean Brașov, valoare 30.000 lei. Publicații rezultate: 2 cărți, un capitol în carte, un articol, o conferință internațională.	Director proiect	2013
<i>Școala de comunicare</i> , contract nr. 303/29.03.2013, beneficiar Consiliul Județean Brașov, valoare 30.000 lei. Publicații rezultate: 2 conferințe internaționale.	Director proiect	2013
<i>Școala de comunicare și Școala de PR 7-8 decembrie 2012</i> , contract 12049/21.11.2012, beneficiar Consiliul Județean Brașov, valoare 34.000 lei. Publicații rezultate: 2 conferințe internaționale.	Director proiect	2012

G. PARTICIPĂRI LA SESIUNI ȘTIINȚIFICE

Lucrări prezentate la conferințe internaționale organizate în străinătate

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- NECHITA, Florin, PUIU, Alin, CANDREA, Adina Nicoleta, 2019, „The Role of Storytelling: What Should a Transylvanian Destination Count On?” la *Interpret Europe’s Conference 2019*, Sarajevo, Bosnia Herzegovina, 31 mai – 3 iunie, <http://www.interpret-europe.net/top/events/past-ie-key-events/sarajevo-2019/>
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- KAJALO, Sami, ITO, Naoya, NECHITA, Florin, SAKAGAWA, Yuji, SONG, Jia, TANAKA, Hiromasa, 2017, „Corporate Social Responsibility and Market Orientation – Exploring New Avenues For Future Research”, la *5th Annual International Conference on Marketing (ICOM 2017)*, Colombo, Sri Lanka, 25 - 26 mai, https://marketingconferences.co/wp-content/uploads/2017/05/ICOM_2017_conference_program.pdf
- NECHITA, Florin, 2016, „Beyond Dracula Tourism in Transylvania: The Case of Rural Lapus Land”, la *Transylvanian Society of Dracula – International Open Dublin Conference*, 20-21 octombrie, Trinity College, Dublin, Irlanda, http://tsdcon25.com/1_conference/TSD_Dublin_2016_Abstracts_Workshops.pdf
- TANAKA, Hiromasa, NECHITA, Florin, 2016, „Nurturing global competency through real world projects”, la *The 76th National Convention of Japan Business Communication Association*, 8-9 octombrie, Kyoto, Japonia

- NECHITA, Florin, 2016, „Extracurricular project-based learning in communication studies at Transilvania University of Brasov, Romania”, la *Japan Business Communication Association Conference*, 1 octombrie, Tokyo, Japonia
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- NECHITA, Florin, COMAN, Claudiu, REZEANU, Cătălina Ionela, COPOSESCU, Silviu, 2015, „European Capital of Culture: urban space regeneration and new cultural identity”, la *CCCS Conference 2015 „Identity and Culture”*, Skopje, Macedonia de Nord, 3-5 septembrie, <https://cultcenter.net/cccs-third-international-conference-on-identity-and-culture-took-place/>
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H. Lucrări prezentate la conferințe internaționale organizate în țară

- NECHITA, Florin, MARINESCU, Nicolae, MARCONDES, Guilherme Augusto Barucke, LUGO ROLÓN, Susana, 2024, „Establishing Students’ Cooperation in a Multicultural Environment: the HEIcomp Experience”, la *ACUM 2024*, <https://acum.unitbv.ro/images/Program - ACUM 2024 4.pdf>
- NĂSTASE, Alexandra, NECHITA, Florin, 2024, „Stake or Spotlight? How Târgoviște Counts on Vlad’s Legacy for Destination Branding”, la *Children of the Night – International Dracula Congress 2024*, Poiana Brașov, 31 octombrie – 1 noiembrie, <https://dracongress.jimdofree.com/programme-2024/>
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- CANDREA, Adina Nicoleta, NECHITA, Florin, 2023, „Using thematic trails for natural heritage interpretation in ecotourism destinations: Evidence from Țara Dornelor, Romania”, la *Interpret Europe Conference*, 12–16 mai, Sighișoara, https://interpret-europe.net/wp-content/uploads/2023/06/ie_conference2023_proceedings.pdf
- NECHITA, Florin, CANDREA, Adina Nicoleta, 2022, „Overpromising Dracula from Vlad to Elon”, la *Children of the Night – International Dracula Congress*, 18–20 noiembrie, eveniment online, <https://dracongress.jimdofree.com/2022-online-congress-archives/programme-2022/>
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