

PERSONAL
INFORMATION

Elena-Nicoleta UNTARU

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

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Sex Female | Date of birth 22/05/1976 | 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 AND TRAINING

- 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 B1 B1 B1 B1 B1

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

Communication skills

- good communication skills gained through my experience as professor

- Computer skills
- good command of Microsoft Office™ tools, SPSS, NVivo, AMOS

PUBLICATIONS (selection)

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>
3. **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>
4. 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>
5. 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>
6. 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>
7. **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>
8. **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>.
9. 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

