

PERSONAL INFORMATION

Gabriel BRĂTUCU

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POSITION
IOSUD UTBVPhD Coordinator
Doctoral studies field: Marketing
Since 2005EXPERTISE FIELD AND
RESEARCH INTEREST AREAS

Marketing research, Strategic Marketing, Social-political Marketing

WORK EXPERIENCE

- 2005–Present **Ph.D. Advisor - Field Marketing**
Transilvania University of Brasov (Romania)
35 PhD, 7 PhD. Students and 4 Postdoctoral Students
- 2002–Present **University Professor**
Transilvania University of Brasov (Romania), Faculty of Economic Sciences and Business Administration
- 1999–2002 **Associate Professor**
Transilvania University of Brasov (Romania), Faculty of Economic Sciences and Business Administration
- 1995–1999 **Lecturer**
Transilvania University of Brasov (Romania), Faculty of Economic Sciences and Business Administration
- 1992–1995 **Assistant Lecturer**
Transilvania University of Brasov, Faculty of Economic Sciences
- 1990–1992 **University Preparatory**
Transilvania University of Brasov (Romania), Faculty of Economic Sciences and Business Administration
- 2008–Prezent **Dean of Faculty of Economic Sciences and Business Administration**
Transilvania University of Brasov (Romania)
- 10/2011–04/2012 **Head of the Department of Economic Sciences and Business Administration**
Transilvania University of Brasov (Romania)
- 2000–2012 **Member of Senate of Transilvania University of Brasov**
Transilvania University of Brasov (Romania)

- 2016–Present **Member of Senate Transilvania University of Brasov**
Transilvania University of Brasov (Romania)

- 2008–2012 **Member of Academic Council of Transilvania University of Brasov**
Transilvania University of Brasov (Romania)

- 2012–Present **Member of Administration Council of Transilvania University of Brasov**
Transilvania University of Brasov (Romania)

EDUCATION AND TRAINING

- 09/1991–04/1995 **PhD in Economics – Marketing area**
Academy of Economic Studies, Faculty of Commerce, Bucharest (Romania)

- 09/1985–09/1989 **Economist, Commerce area**
Academy of Economic Studies, Faculty of Commerce, Bucharest (Romania)

PERSONAL SKILLS

Mother tongue(s) Romanian

Other language(s)	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
German	B2	C2	B2	C1	B1
English	B1	C1	B1	B1	B1

Levels: A1/A2: Basic user - B1/B2: Independent user - C1/C2 Proficient user
[Common European Framework of Reference for Languages](#)

Communication skills

- Manager BRA TAM
- Marketing Director Multi Consulting Group

Organisational / managerial skills

- Dean of Faculty of Economic Sciences and Business Administration, Transilvania University of Brasov, since 2008
- Member CNATDCU – *Marketing Committee*, for granting the titles of associate professor and professor (2005 – 2010).
- Co-organizer of ICBE – *International Conference on Business Excellence*, Proceedings ISI, organized with ASE Bucharest (2006 – 2015)
- Co-organizer of ISEG - *Inclusive and sustainable economic growth. Challenges, measures and solutions*, conference organized with Romanian Academy, The Institute of Economic Forecast (2014 – present)
- Senior Editor – *BUT, Seria V – Economic Sciences, journal indexed BDI by CNCSIS* (2008 – present)
- Editor in Chief of "*Convorbiri economice*", edited by The Club of Brasov Economists (1999 – 2010)
- Member of the Ethics Committee for Social and Human Research of the *Transilvania University of Braşov* (2015 - present)
- Member of the Council of University PhD Studies of *Transilvania University of Braşov* (2016-present).

Job-related skills

- High level of knowledge of quality control processes

Digital skills

SELF-ASSESSMENT				
Information processing	Communication	Content creation	Safety	Problem solving
Enter level	Enter level	Enter level	Enter level	Enter level

Levels: Basic user - Independent user - Proficient user
[Digital competences - Self-assessment grid](#)

Replace with name of ICT- certificates

Replace with your other computer skills. Specify in what context they were acquired. Example:

- good command of office suite (word processor, spread sheet, presentation software)
- good command of photo editing software gained as an amateur photographer

Other skills

- **AFER** member: Association of Economics Faculties from Romania.
- **SSMAR** member: Society of Management from Romania
- **SBE** member: Society for Business Excellence
- **CEB** member: Club of Brasov Economists

ADDITIONAL INFORMATION

- Unique author and co-author of 29 specialty books and monographs and of 7 university courses.
- 383 studies and articles published in specialty reviews at both national and international levels, of which 50 articles published on Web of Science and 11 of them on ISI Proceedings.
- 166 communications during national and international scientific communications sessions.
- 32 scientific research contracts.

ANNEXES

LIST OF RELEVANT PUBLICATIONS /RESEARCH (selection)

1. Books

2. Boitor B, **Brătucu G.**: Marketing strategies and policies for software products, Editura Universității Transilvania, Braşov, ISBN - 978-606-19-0405-1, 2014, Np. 240
3. Tălpău A., **Brătucu G.**, Marketing policies and strategies used in the online environment, Editura Universității Transilvania, ISBN: 978-606-19-0406-820, 2014, Np. 236
4. **Brătucu G.** (coordinator): **Braşov County – Tourism destination profile**, Editura Universității Transilvania, ISBN: 978-606-19-0551-5, 2015, Np. 231
5. **Brătucu G.** (coordinator): **European System of Tourism Indicators (ETIS) for sustainable development of tourism destination Brasov county**, Editura Universității Transilvania, ISBN: 978-606-0550-8, 2015
6. Coman E., **Brătucu G.**: **Career Marketing. A paradigm of contemporary marketing**, Editura C.H. Beck, Bucureşti, ISBN: 978-606-18-1011-6, 2020, Np. 244
7. Nichifor E., **Brătucu G.**: **Marketingul digital – o soluție pentru dezvoltarea ecosistemului antreprenorial din România**, Editura Universitară, Bucureşti, ISBN 978-606-28-1538-7, 2022, Np. 282.

2. Articles in journals

1. **Brătucu G.**, Madar A., Neacşu N.A., Boşcor D., Băltescu C.: "High school vocational counseling role in leveraging students' professional inclinations", *Journal Amfiteatru Economic*, no.37/2014, pg. 802-814, ISSN Print: 1582-9146, ISSN Online: 2247-9104, **ISI Journal, Impact Factor: 0.838, Relative Influence Score: 0.107**
2. Trifan A., Madar A., **Brătucu G.**: Optimization model for an assortment structure of textile confections, *Revista Industria textilă*, volum 6/2015, p. 365-369, **ISI Journal, Impact factor: 0.570**
3. **Brătucu G.**, Madar A., Neacşu N.A., Boşcor D., Băltescu C.: "Road Safety Education in the Context of the Sustainable Development of Society: The Romanian Case", *Journal Sustainability – Basel*, Volume 8, Issue 3, p. 278-290, **ISI Journal, Impact factor: 0.942**
4. **Brătucu G.**, Dincă Gh., Dincă M.S., Zamfirache (Palade) A.: „Opportunity of constructing a cargo terminal – Case study Brasov International Airport, Romania, *Transylvanian Review of Administrative Sciences*”, Cluj-Napoca, No. 50 E/2017, pp. 38-53, **ISI Journal, Impact factor: 0.456**
5. **Brătucu, G.**, Palade (Zamfirache), A., Madar, A., Neacşu, N.A., Boşcor, D. and Băltescu, C.A., 2017. "Competition on the University Educational Services Market in Romania and the Protection of Students' Rights and Interests". *Amfiteatru Economic*, 19(45), pp. 414-431, **ISI Journal, Factor de impact: 0,581.**
6. **Brătucu, G.**, Epuran Gh., Gârdan D.A., Bumbaş F., Zamfirache, A., Gârdan, I.P., Opriş (Stănilă) Mădălina Adina: "The evolution of textile and clothing industry in Romania: an analysis from the perspective of imports and exports determinants", *Industria Textilă*, 68(2), pp. 147-155, **ISI Journal, Factor de impact: 0,570.**
7. **Brătucu, G.** Băltescu, C.A., Neacşu, N.A., Boşcor, D., Ţierean, O.M., and Madar, A.: " Approaching the sustainable development practices in mountain tourism in the Romanian Carpathians", *Journal Sustainability – Basel*, Volume 9, **ISI Journal, Impact Factor: 1,789, SRI 0,707, AIS 0,330**
8. Epuran, Gh., **Brătucu,G.** Bărbulescu, O., Neacşu, A.N., Madar, A.,: "Food safety and sustainability – an exploratory approach at the level of the Romanian wine production companies", *Journal Amfiteatru Economic*, no.47/2018, pg. 104-121, ISSN Print: 1582-9146, ISSN Online: 2247-9104, **ISI Journal, Impact Factor: 0.838, Relative Influence Score: 0.107**

9. Tomás-Miquel, J.V., **Brătucu, G.**, Expósito-Langa, M., Bărbulescu, O.: "The Relevance of Collaborative Networks in Emerging Clusters. The Case of Muntenia-Oltenia Regions in Romania", *Journal Sustainability*– Basel, Volume 10, **ISI Journal, Impact Factor: 2,072, SRI 0,707, AIS 0,322**
10. Tomás-Miquel, J.V., Expósito-Langa, M., **Brătucu, G.**, Bărbulescu, O.: "Embeddedness in cluster knowledge networks, the moderating role of network competence. The case study of the Romanian wine cluster of Muntenia-Oltenia", *Romanian Journal of Economic Forecasting* volumul:Volume 21 (4) 2018, **ISI Journal, Impact Factor: 0,362, AIS 0,025**
11. **Brătucu, G.** Constantin, C., Chițu, I., Grădinaru, E., Dovleac, L.: "Approaching the Bioeconomy in Terms of Increasing the Energy Efficiency of Households in Romania", revista *Amfiteatru economic*, volumul 21, nr. 50, 2018, **ISI Journal, Impact Factor: 0,664, AIS 0,062**
12. Tecău, A., **Brătucu, G.** Tescașiu, B., Chițu, I., Constantin, C.P., Foris, D.: "Responsible Tourism-Integrating Families with Disabled Children in Tourist Destinations", *Journal Sustainability*– Basel, Volume 11, iulie 2019, **ISI Journal, Impact Factor: 2,592, SRI 0,707, AIS 0,332**
13. Tomás-Miquel, J.V. Langa, M.E., **Brătucu, G.**, Bărbulescu, O.: "Studiu privind efectele rețelelor interorganizaționale asupra inovării din industria textilă. Cazul unui cluster din Valencia, Spania", *Industria Textilă*, nr. 3/2019, pp. 265-271, **ISI Journal, Factor de impact: 0,570.**
14. **Brătucu, G.**, Trifan, A., Dovleac, L., Chițu, I.B., Todor, R.D., Brătucu, R.: "Acquisition of electric vehicles - a step towards green consumption. Empirical research among romanian students", *Journal Sustainability*– Basel, Volume 11, noiembrie 2019, **ISI Journal, Impact Factor: 2,592, SRI 0,707, AIS 0,332**
15. **Brătucu, G.**, Lixândroi, R., C., Constantin, C., P., Tecău, A., S., Chițu, I., B., Trifan, A.: "Entrepreneurial university – catalyst for regional sustainable development", *Journal Sustainability*– Basel, Volume 12 Issue 10, 2020, **ISI Journal, Impact Factor: 2,592, SRI 0,707, AIS 0,332.**
16. Tecău, A.S., Constantin, C.P. Lixândroi, R.C., Chițu, I.B., **Brătucu, G.**: "Impact of the COVID-19 Crisis on heavy work investment in Romania", *Amfiteatru economic*, nr. 14, p. 1049-1067, noiembrie 2020, **ISI Journal, Impact Factor 1,625, AIS 0,056.**
17. **Brătucu, G.**, Tudor, A.I.M, Dovleac, L., Sumedrea, S., Chițu, I., B., Trifan, A.: "The Impact of New Technologies on Individuals' Health Perceptions in the European Union", *Journal Sustainability*– Basel, Volume 12 Issue 14, 2020, **ISI Journal, Impact Factor: 2,592, SRI 0,707, AIS 0,332**
18. Todor, R.D., **Brătucu, G.**, Moga, M.A., Candrea, A.N., Marceanu, L.G., Anastasiu, C.V.: "Challenges in the Prevention of Cervical Cancer in Romania", *International Journal of Environmental Research and Public Health*– Basel, 18 1721, 2021, **ISI Journal, Impact Factor: 2,849, SRI 1,232, AIS 0,660.**
19. Nichifor, E., Lixândroi, R.C., Chițu, I.B., **Brătucu, G.**, Trifan, A.: "How does mobile page speed shape in-between touchpoints in the customer journey? A research regarding the most trusted retailers in Romania", *Journal of Theoretical and Applied Electronic Commerce Research*, **Special Issue "Enhancing Consumer Experience through Mobile Commerce: Challenges and Opportunities"**, Volume 5, 2021, **Impact Factor: 3,049, SRI: 0,385, AIS: 0,244**
20. Suci (Vodă) A.D., Tudor, A.I.M, Chițu, I., B, Dovleac, L., **Brătucu, G.**: "IoT Technologies as instruments for SMEs' Innovation and Sustainable Growth", *Journal Sustainability*– Basel, Volume 13, 2021, **ISI Journal, Impact Factor: 2,592, SRI 0,707, AIS 0,332**
21. Nichifor, E., Lixândroi, R.C., Sumedrea, S., Chițu, I.B., **Brătucu, G.**: "How Can SMEs Become More Sustainable? Modelling Free Shipping and Customer Journey's Touchpoints Optimisations", *Journal Sustainability*– Basel, Volume 13, 2021, **ISI Journal, Impact Factor: 2,592, SRI 0,707, AIS 0,332**
22. Nichifor, E., Lixândroi, R.C., Chițu, I.B., **Brătucu, G.**, Sumedrea, S, Maican, C.I., Tecău, A.S.: "Eye Tracking and A/B Split Test for Social Media Marketing Optimisation: The Connection between User Profile and AdCreative", *Journal of Theoretical and*

Applied Electronic Commerce Research, Volum6 5, 2021, **Impact Factor: 3,049, SRI: 0,385, AIS: 0,244**

23. **Brătucu, G.**, Nichifor, E., Sumedrea, S., Chițu, I., Lixândriou, R.C.: "Avoiding Digital Divide In European Union Through European Green Deal", Journal Amfiteatru economic, volumul 24, nr. 59, 2022, **ISI Journal, Impact Factor: 1,983, AIS 0,169**
24. **Brătucu G.**, Tudor A.I.M., Litră A.V., Nichifor, E., Chițu I.B., Brătucu T-O.- Designing the Well-Being of Romanians by Achieving Mental Health with Digital Methods and Public Health Promotion., International Journal of Environmental Research and Public Health 2022 19 (13) , **Impact Factor JCR 2021 – 4,614, AIS: 0,866; SRI: 1,383,**
25. Vuță, D. R., Nichifor, E., Chițu, I. B., **Brătucu, G.** : "Digital Transformation-Top Priority in Difficult Times: The Case Study of Romanian Micro-Enterprises and SMEs", Journal Sustainability," vol. 14, Issue 17, 2022, **Impact Factor JCR 2021 – 3,889, AIS: 0,515; SRI:0,823**
26. Tudor A.I.M, Nichifor: E., Litră, A.V., Chițu, I.B., Brătucu, T.O., **Brătucu, G.** "Challenges in the Adoption of eHealth and mHealth for Adult Mental Health Management -Evidence from Romania", , International Journal of Environmental Research and Public Health 2022 19 (17) , **Impact Factor JCR 2021 – 4,614, AIS: 0,866; SRI: 1,383,**
27. Nichifor, E., Lixândriou, R.C., Maican, I.C., Sumedrea, S., Chițu, I.B., Tecău, A.S., **Brătucu, G.**: "Unlocking the Entrepreneurial State of Mind for Digital Decade: SMEs and Digital Marketing", Journal Electronics, Vol. 11, Issue 15, 2022, **Impact Factor: 2,690, AIS: 0,350, SRI: 0,758**
28. Vuță, D.R., Nichifor, E., Țierean, O.M., Zamfirache, A., Chițu, I.B., Foris, T., **Brătucu, G.**: "Extending the Frontiers of Electronic Commerce Knowledge through Cybersecurity", Journal Electronics, Vol. 11, Issue 15, 2022, **Impact Factor: 2,690, AIS: 0,350, SRI: 0,758**
29. Purcaru, I.M., Urdea, A.M., Constantin, C.P., **Brătucu, G.**: "Building Long-Term Business Sustainability: The Influence of Experiential Marketing on Sales Representatives' Loyalty to Multi-Level Marketing Systems", Journal Sustainability," vol. 14, Issue 15, 2022, **Impact Factor JCR 2021 – 3,889, AIS: 0,515; SRI:0,823**
30. Sumedrea, S, Maican, I.C., Chițu, I.B., Nichifor, E., Lixândriou, R.C, Tecău, A.S., **Brătucu, G.**: "Sustainable Digital Communication in Higher Education-A Checklist for Page Loading Speed Optimisation", Journal Sustainability, vol. 14, Issue 16, 2022, **Impact Factor JCR 2021 – 3,889, AIS: 0,515; SRI:0,823**
31. Vodă, A. S., **Brătucu, G.** Tudor, A.I.M., Brătucu, R., Chițu, I.B., Dovleac, L., Tecău, A.S., Trifan, A.: „ Can Central and Eastern European countries lead on digitalization? Using Digi-Index to analyse technological progress and potential", Journal Acta Oeconomica, 72 (2022) 4, **Impact Factor JCR 2021 – 0,939, AIS: 0,133; SRI:0,179**
32. Dovleac, L., Chițu, I.B., Nichifor, E. **Brătucu, G.**: "Shaping the Inclusivity in the New Society by Enchancing the Digitainability of Sustainable Development Goals with Education", Journal Sustainability," vol. 15, Issue 16, 2023, **Impact Factor JCR 2021 – 3,889, AIS: 0,515; SRI:0,823**
33. Chițu, I.B., Tecău, A.S., Constantin, C.P., Tescașiu, B., Brătucu, T.O., **Brătucu, G.**, Purcaru, M.I. : "Exploring the Opportunity to use Virtual Reality for the Education of Children with Disabilities", Journal Children," vol. 9, 2023, **Impact Factor JCR 2021 – 2825, AIS: 0,768; SRI:1,143**
34. Nichifor, E., **Brătucu, G.**, Chițu, I.B., Țierean, O.M., Litră, A.V., Zamfirache, A., Vuță, D.R.: „Getting users out of the loop: Key factors to surpass the messy middle point", Electronic Commerce Research and Applications, vol. 59, 2023, **Impact Factor JCR 2021 – 5,622, AIS: 1,04; SRI:1,738**
35. Pricope Vancia, A. P., Băltescu, C.A, **Brătucu, G.**, Tecău, A.S., Chițu, I.B., Duguleană, L. : „Examining the disruptive potential of Generation Z tourists on the travel industry in the digital age", Journal Sustainability," vol. 15, Issue 17, 2023, **Impact Factor JCR 2021 – 3,889, AIS: 0,515; SRI:0,823.**
36. Lupșa-Tătaru, A. D., Nechifor, E, Dovleac L., Chițu, I.B., Todor, R.D, **Brătucu, G.**: „Buy Now Pay Later – a Fad or a Reality? A Perspective on Electronic Commerce" " Journal Economies, Issue 11, 2023, **Impact Factor JCR 2022 – 2,6.**

37. Maican, C.I, Sumedrea, S., Tecău, A., Nichifor, E., Chițu, I.B., Lixândriou, R.C., **Brătucu, G.**: „Factors Influencing the Behavioural Intention to Use AI-Generated Images in Business”, *Journal of Organizational and End User Computing*, Volume 35, Issue 1, 2023, **Impact Factor JCR 2022 – 6,50.**
38. Litră, A.V., Nichifor, E., Chițu, I.B., Zamfirache, A, **Brătucu, G.**: „The Dilemma of the European Integration Principle - Ensuring the Energy Independence of the European Union”, *Journal Sustainability*, vol. 15, 2023, **Impact Factor JCR 2022 – 3,90, AIS: 0,515; SRI:0,823.**
39. Nichifor, E., **Brătucu, G** , Chițu, I.B., Lupșa-Tătaru, D.A, Chișinău, E.M., Todor, R.D., Albu, R.G. și Bălășescu, S.: „Utilizing Artificial Intelligence to Turn Reviews into Business Enhancements through Sentiment Analysis”, *Journal Electronics*, vol. 12, 2023, **Impact Factor JCR 2022 – 2,90, AIS: 0,401; SRI:0,851.**
40. Szakal, A.C., **Brătucu, G.** Ciobanu, E., Chițu, I.B., Mocanu, A.A. și Ialomițianu G. „Exploring Influencing Marketing-Consumer Insights and Creators Perspectives”, *Journal Sustainability*, vol. 16 (5), 2024, **Impact Factor JCR 2022 – 3,90, AIS: 0,515; SRI:0,823.**
41. Mocanu, A.A., **Brătucu, G.** Ciobanu, E., Chițu, I.B. și Szakal, A.C. : „Can the Circular Economy Unlock Sustainable Business Growth? Insights from Qualitative Research in Romania”, *Journal Sustainability*, vol. 16 (6), 2024, **Impact Factor JCR 2022 – 3,90, AIS: 0,515; SRI:0,823.**
42. Todor, R.D., **Brătucu, G.**, Candrea, A.N; Stempel; C.G., și Anastasiu, C.V.: „Social Media Campaigns: A Game Changer in the Prevention of Breast Cancer in Romania”, *Healthcare Journal*, vol. 12, 2024, **Impact Factor JCR 2022 – 2,80, AIS: 0,517; SRI:0,558.**
43. **Brătucu, G.**, Ciobanu, E., Chițu, I.B., Litră, A.V., Zamfirache, A. și Bălășescu, M.: „The Use of Technology Assisted by Artificial Intelligence Depending on the Companies’ Digital Maturity Level”, *Journal Electronics*, vol. 13, 2024, **Impact Factor JCR 2022 – 2,90, AIS: 0,401; SRI:0,851.**
44. Szakal, A., **Brătucu, G.**, Chițu, I.B., Ciobanu, E., Mocanu, A.A., Bălășescu, M., Ialomițianu, G.: „Evaluating the Impact and Perception of Influencer Marketing Among Romanian Consumers - Insights from Quantitative Research”, *Journal Administrative Sciences*, vol. 14, 2024, **Impact Factor JCR 2023 – 3, AIS: 0,499, SRI: 0,843.**
45. Coman, E., Stoicov, I., Țiru, L.A., **Brătucu, G.**, Ciobanu, E., Nechita, F., Bucs, L., Coman, C.: „Work Engagement and Performance of Romanian School Teachers During the COVID-19 Pandemic: The impact of sociodemographic and contextual factors”, *Journal Administrative Sciences*, vol. 14, 2024, **Impact Factor JCR 2023 – 3, AIS: 0,499, SRI: 0,843.**
46. Anton, C.E, Ciobanu, E., **Brătucu, G.**, Bucs, L.: „Using Chatbots to Enhance Integrated Reporting: Insights from Accounting and Consultancy Companies from Romania”, *Journal Electronics*, vol. 14, 2024, **Impact Factor JCR 20223– 2,90, AIS: 0,401; SRI:0,851.**
47. Candrea, A.N, Ciobanu, E., Nechita, F. **Brătucu, G.**, Coman, E., Schiopu, C., Alexandrescu, M.B.: „How Do Visitors to Mountain Museums Think? A Cross-Country Perspective on the Sentiments Decoded from Trip Advisor Reviews”, *Journal Electronics*, vol. 15, 2025, **Impact Factor JCR 20223– 2,90, AIS: 0,401; SRI:0,851.**
48. Bulboacă, Șt, **Brătucu, G.**, Ciobanu, E., Chițu, I.B., Constantin, C.P., Lixândriou, R.C.: „Uncovering Emotional and Identity-Driven Dimensions of Entertainment Consumption in a Transitional Digital Culture”, *Behavioral Sciences*, vol.15, 2025, **Impact Factor JCR 2024 – 2,50,, SRI: 1,004, AIS: 0,569.**
49. Tecău, A.S., Maican, I.C., Ciobanu, E., Schiopu, C., Sumedrea, S. Chițu, I.B., Lixândriou, R.C. , **Brătucu, G.**: „From Emotion to Action: How Framed Sustainability Messages Trigger Physiological Reactions and Influence Consumer Choices”, *Behavioral Sciences*, vol.15, 2025, **Impact Factor JCR 2024 – 2,50,, SRI: 1,004, AIS: 0,569.**
50. Bulboacă, Ș., Ciobanu, E., Chițu, I.B., Brătucu, G., Constantin, C.P., Lixândriou, R.C.: „ Why Do Consumers Who Prefer Physical Entertainment Behave Digitally? Understanding the Preference–Behavior Gap”, *Behavioral Sciences*, vol.16, 2026, **Impact Factor JCR 2024 – 2,50,, SRI: 1,004, AIS: 0,569**

3. Grants and research contracts

Program/Project	Position	Period
1. Entrepreneurship and Supply chain management	Project Manager	2009-2011
2. Project "Destination Intelligent Management for Sustainable Tourism" (DIMAST) – Project financed by UEFISCDI	Project Manager	2014-2017
3. Project Rose - ACADEMIC SUPPORT FOR QUALITY, COMPETITIVITY AND STUDENT EQUITY (SUCCES) - Project financed by MEN and International Bank for Reconstruction and Development	Project Manager	2017-2020
4. Project: Experimental development of augmented reality tools for online social networks and the study of their impact on users" (AR Media) - Contract nr 86/PCCDI/2018	Project Manager	2018-2020
5. "Empiric modelling and experimental development of tools associated with emergent technologies of online social networks area" inside PNCDI III - Program 1 Complex Projects– 2017 - Contract nr 86/PCCDI/2018	Project Member	2018-2020

4. Patents

Candrea A., **Brătucu G.**: Patent abstract - Educational game on mountain topics, <http://apps.webofknowledge.com>, 2013.

Braşov,
10.05.2026

Prof. dr. Gabriel Brătucu