

## PERSONAL INFORMATION

**Cristinel Petrișor CONSTANTIN** [cristinel.constantin@unitbv.ro](mailto:cristinel.constantin@unitbv.ro)POSITION  
IOSUD UTBV

Transilvania University of Brașov  
PhD Coordinator  
Doctoral studies field: Marketing  
Since 2017

EXPERTISE FIELD AND  
RESEARCH INTEREST  
AREAS

Marketing, Marketing research, Data analysis

## WORK EXPERIENCE

October 2012 - present

**Director of Department Marketing, Tourism-Services and International Business**

Transilvania University of Brașov, Faculty of Economic Sciences

Management activities, coordination of study programs, defining and building competences

May 2012-October 2012

**Director of Department Economic Sciences and Business Administration**

Transilvania University of Brașov, Faculty of Economic Sciences

Management activities, coordination of study programs, defining and building competences

March 2017-present

**Professor, Coordinator of Marketing study program**

Transilvania University of Brașov, Faculty of Economic Sciences

Teaching, scientific research, defining and building competences

2013-2017

**Associate Professor, Coordinator of Marketing study program**

Transilvania University of Brașov, Faculty of Economic Sciences

Teaching, scientific research, defining and building competences

2007-2013

**Lecturer, Coordinator of Marketing study program**

Transilvania University of Brașov, Faculty of Economic Sciences

Teaching, scientific research, defining and building competences

2006-2016

**Broker coordinator**

Destine Broker de Asigurare

Team management, marketing, team working

2000-2007

**Invited lecturer**

Transilvania University of Brașov, Faculty of Economic Sciences

Teaching, scientific research, defining and building competences

2002-2006

**Head of Marketing Department**

S.C. Mefin S.A. Sinaia

Marketing, management of marketing, sales, customer satisfaction

EDUCAȚIE ȘI FORMARE

- 2016 **PhD adviser habilitation – Marketing field**  
IOSUD - Transilvania University of Braşov
- 2011-2012 **Teaching, learning and evaluation in higher education - Certificate**  
University of Bucharest  
Teaching competences, improvement the process of teaching and learning
- 2002-2007 **PhD in Economics**  
Academy of Economic Studies Bucharest  
Marketing, Services, Research
- 2000-2001 **Post-graduate studies**  
Transilvania University of Braşov, Faculty of Economic Sciences  
Marketing research of business environment
- 1996-2000 **Graduate licence in Marketing**  
Transilvania University of Braşov, Faculty of Economic Sciences  
Marketing, marketing research, Information systems in marketing, management, econometrics, statistics

PERSONAL SKILLS

Mother tongue(s) Romanian

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Listening	
English	C1	C2	C1	C1	C2
French	B1	B1	A2	A2	A2

Communication skills ▪ Communication, team working

Organisational / managerial skills ▪ Leadership and managerial competences.

Job-related skills ▪ Realationship with students, teachers, researchers. International cooperation.

Digital skills ▪ Good command in SPSS, Microsoft Project, Microsoft Office ( Word, Excel, PowerPoint)

ADDITIONAL INFORMATION

- Publications**
- No. of book chapters in international editions: 2
  - No. of books in national editions: 7
  - No. of articles in journals indexed Web of science: 7
  - No. of articles in journals indexed IDB: 33
  - No. of articles in conference proceedings: 22

**H indexes** Clarivate: 2, Scopus: 3, Google scholar: 8

10.04.2019

Prof. dr. Cristinel Constantin

### LIST OF RELEVANT PUBLICATIONS /RESEARCH (selection)

#### Books and book chapters

1. Constantin, C., Tecău, A. – **Introducere în cercetarea de marketing**. Editura Universitară, București, 2013. 193 pagini ISBN 978-606-591-618-0.
2. Constantin, C. - **Analiza datelor de marketing**. Editura C.H.Beck, București, 2012. ISBN 978-606-18-0125-1, 242 pagini. ISBN 978-606-18-0125-1
3. Constantin, C. – **Sisteme informatice de marketing**. Editura Infomarket, Brașov, 2006. 271 pagini ISBN 978-973-8204-89-8.

#### Articles in journals indexed Web of science:

1. Brătucu, G., Constantin, C.P., Chițu, I.B., Grădinaru, E. and Dovleac, L. - **Approaching the Bioeconomy in Terms of Increasing the Energy Efficiency of Households in Romania**. *Amfiteatru Economic*, 21(50), 2019 pp. 90-104. ISSN 1582-9146, <http://www.amfiteatruconomic.ro/ArticolRO.aspx?CodArticol=2792>
2. Marinescu, N., Constantin, C., Haar, L. - **The relative performance of foreign-owned subsidiaries and domestic companies**, *Post-Communist Economies*, 31 (2), 2019, pp.161-180. ISSN 1463-1377, <https://www.tandfonline.com/doi/abs/10.1080/14631377.2018.1505692?journalCode=cpce20>
3. Candrea, A.N., Constantin, C., Ispas, A. - Public-private partnerships for a sustainable tourism development of urban destinations. The case of Brasov, Romania, în *Transylvanian Review of Administrative Sciences*, Special Issue, 2017, pp.38-56. ISSN1842-2845, <http://rtsa.ro/tras/index.php/tras/article/view/542>
4. Maican, C., Lixandriou, R., Constantin, C. - **Interactivia.ro e A study of a gamification framework using zero-cost tools**, în *Computers in Human Behavior* ISSN 0747-5632, vol 61, August 2016, <http://www.sciencedirect.com/science/article/pii/S0747563216301844>
5. Mawby, R., Tecău, A.S., Constantin, C., Chițu, I.B., Tescașiu, B. - **Addressing the security concerns of locals and visitors for a sustainable development of tourist destination**, în *Sustainability*, vol. 8(6), 2016, 524. ISSN 2071-1050, <http://www.mdpi.com/2071-1050/8/6/524>
6. Candrea, A.N., Constantin, C., Ispas, A., Marinescu, N. - **Profiling environmentally friendly tourists in Romanian mountain destinations**, în *Environmental Engineering and Management Journal*, vol. 15(5), 2016, [http://www.eemj.icpm.tuiasi.ro/pdfs/vol15/no5/22\\_297\\_Candrea\\_14.pdf](http://www.eemj.icpm.tuiasi.ro/pdfs/vol15/no5/22_297_Candrea_14.pdf)
7. Ispas, A., Constantin, C., Candrea, A.N. - **An examination of visitors interest in tourist cards and cultural routes in the case of a Romanian destination** în *Transylvanian Review of Administrative Sciences*, no 46E, 2015, pp.107-125. ISSN1842-2845, <http://rtsa.ro/tras/index.php/tras/article/view/454>

#### Articles in journals indexed in IDB:

8. Constantin, C. - **Using the Regression Model in multivariate data analysis**. în *Bulletin of the Transilvania University of Brașov, Series V: Economic Sciences*, vol. 10 (59), no. 1, 2017 (EBSCO, DOAJ) [http://webbut.unitbv.ro/bulletin/Series%20V/2017/BULETIN%20I%20PDF/04\\_CONSTANTIN-C.pdf](http://webbut.unitbv.ro/bulletin/Series%20V/2017/BULETIN%20I%20PDF/04_CONSTANTIN-C.pdf)
9. Constantin, C. - **Using the Boxplot analysis in marketing research**. în *Bulletin of the Transilvania University of Brașov, Series V: Economic Sciences*, vol. 10 (59), no. 2, 2017 (EBSCO, DOAJ). [http://webbut.unitbv.ro/bulletin/Series%20V/2017/BULETIN%20I/03\\_CONSTANTIN\\_C\\_Boxplot%20analysis.pdf](http://webbut.unitbv.ro/bulletin/Series%20V/2017/BULETIN%20I/03_CONSTANTIN_C_Boxplot%20analysis.pdf)
10. Constantin, C. - **Coordinates of Service Industry in European Union. A Marketing Perspective**. *Annals of "Dunarea de Jos" University of Galati Fascicle I. Economics and Applied Informatics* Years XXI – no3/2017. [http://www.eia.feaa.ugal.ro/images/eia/2017\\_3/Constantin.pdf](http://www.eia.feaa.ugal.ro/images/eia/2017_3/Constantin.pdf)

11. Constantin, C. - **The impact of incomes and loans on households' expenditures. Case of Romania.** Journal of Smart Economic Growth, 2(4), 2017. <https://jseg.ro/ojs/index.php/jseg/article/view/47/pdf>
12. Constantin, C. - **The importance of sales forecasting in establishing marketing strategies.** în Bulletin of the Transilvania University of Braşov, Series V: Economic Sciences , vol. 9 (58), no. 1, 2016 (EBSCO, DOAJ) [http://webbut.unitbv.ro/Bulletin/Series%20V/2016/BULETIN%20I%20PDF/01Constantin\\_C.pdf](http://webbut.unitbv.ro/Bulletin/Series%20V/2016/BULETIN%20I%20PDF/01Constantin_C.pdf)
13. Constantin, C. – **Marketing perspectives of Romanian higher education,** în Romanian Journal of Marketing vol. 11, no. 2, 2016 (EBSCO, ProQuest) [http://www.revistademarketing.ro/?operatie=arhiva\\_id&arhiva\\_id=434](http://www.revistademarketing.ro/?operatie=arhiva_id&arhiva_id=434)
14. Constantin, C. - **The profile of postal services consumers on a competitive market. Case of Romania** în Romanian Journal of Marketing, vol.10, no. 4, 2015 (EBSCO, ProQuest) [http://www.revistademarketing.ro/?operatie=arhiva\\_id&arhiva\\_id=423](http://www.revistademarketing.ro/?operatie=arhiva_id&arhiva_id=423)
15. Constantin, C. - **Using the Logistic Regression model in supporting decisions of establishing marketing strategies,** în Bulletin of the Transilvania University of Braşov, Series V: Economic Sciences , vol. 8 (57), no. 2, 2015 (EBSCO, DOAJ) [http://webbut.unitbv.ro/Bulletin/Series%20V/BILETIN%20I/05\\_Constantin\\_C.pdf](http://webbut.unitbv.ro/Bulletin/Series%20V/BILETIN%20I/05_Constantin_C.pdf)
16. Constantin, C. - **An assessment of customer behaviours regarding the Romanian postal services,** în Annals of “Dunarea de Jos” University of Galati Fascicle I. Economics and Applied Informatics Years XXI – no2, 2015 (REPEC, DOAJ, EBSCO) [http://www.eia.feaa.ugal.ro/images/eia/2015\\_2/Constantin.pdf](http://www.eia.feaa.ugal.ro/images/eia/2015_2/Constantin.pdf)
17. Constantin, C. - **Principal Component Analysis - a powerful tool in computing marketing information,** în Bulletin of the Transilvania University of Braşov, Series V: Economic Sciences, Vol. 7 (56) No. 2, 2014 (EBSCO, DOAJ) [http://webbut.unitbv.ro/BU2014/Series%20V/BULETIN%20I-03\\_CONSTANTIN%20C.pdf](http://webbut.unitbv.ro/BU2014/Series%20V/BULETIN%20I-03_CONSTANTIN%20C.pdf)
18. Constantin, C. - **Using the Importance - Satisfaction matrix in designing relationship marketing strategies,** în Bulletin of the Transilvania University of Braşov Series V: Economic Sciences vol. 7 (56) No. 1, 2014 (EBSCO, DOAJ) [http://webbut.unitbv.ro/BU2014/Series%20V/BULETIN%20V%20PDF/04\\_CONSTANTIN%20C.pdf](http://webbut.unitbv.ro/BU2014/Series%20V/BULETIN%20V%20PDF/04_CONSTANTIN%20C.pdf)
19. Constantin, C. - **Post-Hoc Segmentation Using Marketing Research** în Annals of the University of Petroşani – Economics, vol. 12, part, 3, 2012 (EBSCO, ProQuest) <http://upet.ro/annals/economics/pdf/2012/part3/Constantin.pdf>