



**Europass
Curriculum Vitae**

Personal information

First name(s) / Surname(s) **Tudor EDU**
Address(es) [REDACTED]
Telephone(s) [REDACTED] [REDACTED]
Fax(es) [REDACTED]
E-mail tudor.edu@rau.ro; tudor.edu@profesor.rau.ro; tudoredu@yahoo.com

Nationality Romanian

Date of birth [REDACTED]

Gender Male

Work experience

Dates	2020 – present
Occupation or position held	PhD supervisor
Main activities and responsibilities	Supervising PhD students pursuing topics in the field of Marketing
Name and address of employer	Bucharest University of Economic Studies Piata Romana nr 6, Bucharest, Romania
Dates	2020 – present
Occupation or position held	Professor
Main activities and responsibilities	Teaching of courses and seminars on Strategic Marketing, Marketing Research and Data Analysis, Data Analysis using SPSS, Global Strategic Marketing, Segmentation and Positioning Strategies and Consumer Behaviour at undergraduate and postgraduate levels.
Name and address of employer	Romanian-American University, Bucharest- Faculty of Management-Marketing Bd. Expozitiei nr 1B, Bucharest, Romania
Dates	2014 – 2020
Occupation or position held	Associate Professor
Main activities and responsibilities	Teaching of courses and seminars on Strategic Marketing, Marketing Research and Data Analysis, Data Analysis using SPSS, Global Strategic Marketing, Segmentation and Positioning Strategies and Consumer Behaviour at undergraduate and postgraduate levels.
Name and address of employer	Romanian-American University, Bucharest- Faculty of Management-Marketing Bd. Expozitiei nr 1B, Bucharest, Romania
Dates	2010 – 2014
Occupation or position held	Lecturer

Main activities and responsibilities	Teaching of courses and seminars on Strategic Marketing and Consumer Behaviour and seminars in Marketing Research at undergraduate and postgraduate levels.
Name and address of employer	Romanian-American University, Bucharest- Faculty of Management-Marketing Bd. Expozitiei nr 1B, Bucharest, Romania
Dates	2005 – 2011
Occupation or position held	Lecturer (part-time employment), former Assistant Professor
Main activities and responsibilities	Teaching of seminars on Marketing, International Marketing and Strategic Marketing
Name and address of employer	Bucharest University of Economic Studies Piata Romana nr 6, Bucharest, Romania
Dates	2003 – present
Occupation or position held	Economist- marketing specialist
Main activities and responsibilities	The duties entailed by the position are: • Business Development- being in charge with identifying new lines of business, new markets, partners and customers. • Marketing Research- with emphasis on: market (mainly desk research regarding the dimension of the Romanian Internet market), competition and Romanian business environment. • Marketing Policy- being in charge of the yearly marketing policy planning for ITC's Internet services- meaning objectives, strategies and tactics • Drafting proposals for Research project tenders • Taking part in Research projects through contributions in the development side and financial and procurement documents in the administrative one.
Name and address of employer	SC ITC- Institutul pentru Tehnica de Calcul SA Str Fabrica de Glucoza 11 A, 020331, Bucharest, Romania
Dates	1999-2003
Occupation or position held	Account Manager- ISP Department
Main activities and responsibilities	• Contract negotiation with foreign and domestic clients and providers.
Name and address of employer	SC ITC- Institutul pentru Tehnica de Calcul SA Str Fabrica de Glucoza 11 A,020331,Bucharest,Romania
Education and training	

Name and type of organization providing education and training	Dates	2019		
	Title of qualification awarded	Habilitation Certificate		
		Marketing		
		Bucharest University of Economic Studies		
		2010-2011		
		Certificate of Graduation		
		Postgraduate Psycho-pedagogical training		
		Technical University of Civil Engineering, Bucharest		
		2010		
		Certificate of Graduation		
Personal skills and competences		Project Management Training		
		CEDES Cercetare-Dezvoltare, București		
		2009 – 2010		
		Certificate of Graduation		
		Coaching Training		
		CEDES Cercetare-Dezvoltare, București		
		November 2003 – July 2007		
		Doctorate- Diploma of Doctor		
		Marketing		
		Bucharest University of Economic Studies		
		October 2001 – April 2003		
		Master's Degree		
		Master in Marketing and Business Communication		
		Bucharest University of Economic Studies		
		October 1995 – August 1999		
		Bachelor's Degree		
		Faculty of Commerce- Special field of Marketing		
		Bucharest University of Economic Studies		
		January 1993 – December 1994		
		High School Degree		
		Cape Town High School- South Africa		
		September 1990 – November 1992		
		High School studies		
		Liceul C.A. Rosetti, București		
	Mother tongue(s)	Romanian		
	Other	Understanding	Speaking	Writing
	English	C2 Proficient user	C2 Proficient user	C2 Proficient user
	Afrikaans	A1 Basic user	A1 Basic user	A1 Basic user

Social skills and competences	• Hard-working person • Open-minded and optimistic person • Very good communication and interpersonal skills, adaptability • Team player
Organisational skills and competences	• Marketing research: planning, implementing, data analysis, reporting • Positioning strategies: planning and monitoring • Product development and testing • Management of foreign partners and customers • Project Management: experience: 3 research projects exceeding 1345000 lei • Head of the Management-Marketing Department (academic), Romanian-American University: 2016-2020
Computer skills and competences	Word, Excel, Power Point, SPSS, Windows XP, Windows 98
Additional information	Member of the Romanian Distribution Committee External examiner at Cape Peninsula University of Technology (South Africa): 4 Master theses and 2 PhD theses; University of Kwazulu-Natal South Africa): 2 PhD theses; Durban University of Technology (South Africa): 2 PhD theses Publications: 2 books, 6 chapters, over 50 articles and conference papers Competition-based Research Projects: 18, out of which 3 as Project manager Research areas: generational studies, consumer behaviour modelling, green marketing, segmentation and positioning strategies
Annexes	A selection of Scientific Papers, Publications and Research Projects

A SELECTION OF SCIENTIFIC PAPERS, PUBLICATIONS AND RESEARCH PROJECTS

I. Theses

1. **Habilitation Thesis:** *Analysing the consumer behaviour of individuals and organisations through the aid of marketing modelling*, defended in June 2019
2. **Ph.D. Thesis:** *The Marketing Policy in the Internet Services*, defended in July 2007, acknowledged in 2008

II. Published books and chapters

1. Razvan Zaharia, Rodica Milena Zaharia, **Tudor Edu**, Change and Continuity in the Higher Education System. In *Post-Communist Progress and Stagnation at 35: The Case of Romania* (pp. 233-252). Cham: Springer Nature Switzerland, 2024, ISBN 978-3-031-55749-1
2. Rodica Milena Zaharia, Razvan Zaharia, **Tudor Edu**, *Climate Change*, chapter in *The Routledge Companion to the Future of Management Research*, first edition (Ed. David Crowther, Shahla Seifi), Routledge, 2023, eISBN 9781003225508, 16 pages
3. Ana Preda, **Tudor Edu**, Costel Negricea, Victoria Folea, *Exploring the Influence of YouTube Marketing Communication in a Romanian-Japanese Comparative Context*, chapter in *Monograph: Under the Pressure of Digitalization: Challenges and Solutions at Organizational and Industrial Levels*, first edition- (Ed. Tudor Edu; Georgiana-Loredana Schipor; Diane Paula Corina Vancea; Rodica Milena Zaharia), Filodiritto Publisher, Bologna, 2021, ISBN 979-12-80225-27-6, 5 pages, pp. 119-223, indexed by Web of Science (BKCI-SSH)
4. **Tudor Edu**, Iliuta Costel Negricea, *Modelling Tourist Intention to Return to a Foreign Destination in the Case of Two Generation Y Layers from Romania*, chapter in *Monograph: Business, Economics and Science-Common Challenges-* (Ed. Joanna Duda; Tomasz Bernat), Filodiritto Publisher, Bologna, 2020, ISBN 978-88-85813-98-4, 6 pages, pp. 239-245
5. **Tudor Edu**, Rodney Duffett, Iliuta Costel Negricea, Norbert Haydam, *Travel Professionals as Sources of Tourist Behavior Profiling. Evidence from Romania and South Africa*, chapter in *Monograph: Enterprise in the Global Economy: Challenges of the Current Global Environment*, Filodiritto Publisher, Bologna, 2020, ISBN 978-88-85813-77-9, 7 pages, pp. 177-183
6. **Tudor Edu**, Iliuță Costel Negricea (2019), *Case 2: Market readiness for a residential ventilation system designed for providing better household living conditions and lower energy costs. The case of Lindab in Romania*, capitol în *PRO-ECOLOGICAL RESTRUCTURING OF COMPANIES| Case Studies*, Ed. Gasior A., London: Ubiquity Press, 2019, ISBN: 978-1-911529-48-4, 11 pages, pp. 199-209
7. **Tudor Edu**, Iliuță Costel Negricea, *CSR Market Positioning Constructs: From Planning to Action. Evidence from Romanian Internet Service Providers*, chapter in *The Dynamics of Corporate Social Responsibility*, Ed. Aluchna, M., Idowu, S.O., Springer International Publishing, 2017, ISBN 978-3-319-39088-8, 21 pages, pp. 117-137
8. **Tudor Edu-** *Marketing Strategic-* Pro Universitaria, Bucuresti, Romania, 2013, ISBN 978-606-647-689-8
9. **Tudor Edu-** *Marketingul serviciilor Internet-* Pro Universitaria, Bucuresti, Romania, 2009, ISBN 978-973-129-453-7

III. Articles/studies published in international journals

1. Yang Liu, **Tudor Edu**, The nexus between live-streaming commerce, engagement and purchase intention, *Transformations in Business & Economics*, Vol.24, Issue 2, 2025, pp. 21-42, ISSN 1648-4460, Clarivate Analytics Master Journal List, Impact Factor (Relative) 0,581 (2023)
2. Mihlali Maraule, Rodney Duffett, **Tudor Edu**, Modeling emoji online marketing on websites among young consumers: the moderation effect of age. *Future Business Journal*, 11(1), 2025, pp.1-15, ISSN 2314-7202
3. Yang Liu, **Tudor Edu**, Kim-Shyan Fam, Emanuela Avram, Costel Negricea- *Is Generation Y in China prone to buy green products? Integrating Confucianism in a VAB-TPB model to explain*, *Journal of Cleaner Production*, Volume 494, 2025, 145016, ISSN 0959-6526, <https://doi.org/10.1016/j.jclepro.2025.145016>, Clarivate Analytics Master Journal List, Impact Factor (Relative) 1,732 (2023).

4. Victor Emanuel Ciuciuc, Andreea Bunica, Elena Adriana Biea., Laurentiu Mihai Treapat, **Tudor Edu**- *Managerial insights on sustainable practices in today's business: mapping economic, social, cultural, and environmental dimensions and their organizational outcomes*, Kybernetes, Vol. ahead-of-print No. ahead-of-print, 2025, <https://doi.org/10.1108/K-07-2024-1997>, Clarivate Analytics Master Journal List, Impact Factor (Relative) 0.431 (2023)
5. Kim Fam, Yang Liu, Sheng Wei, **Tudor Edu**, Razvan Zaharia, Costel Negricea- *Modeling New Technology Readiness and Acceptance in the Case of B2B Marketing Employees*, Journal of Business-to-Business Marketing, 1–30, 2024, ISSN1051-712X . <https://doi.org/10.1080/1051712X.2024.2364699>, Clarivate Analytics Master Journal List, Impact Factor (Relative) 0.206 (2022)
6. Rodney Duffett, Rodica Milena Zaharia, **Tudor Edu**, Raluca Constantinescu, Costel Negricea- *Exploring the antecedents of Artificial Intelligence products'usage. The case of business students*, Amfiteatru Economic Journal, Vol. 26, N. 65, pag. 106-125, 2024, ISSN 1582-9146, Clarivate Analytics Master Journal List, Impact Factor (Relative) 0.703 (2022)
7. Rodney Graeme Duffett, Dylan Henry Cromhout, **Tudor Edu**- *The impact of student-run marketing agency services on satisfaction and business performance of small and medium enterprises and microenterprises*, Transformations in Business & Economics, Vol. 22, No. 3, 2023, ISSN 1648-4460, Clarivate Analytics Master Journal List, Impact Factor (Relative) 0.405 (JCR 2022)
8. Stefan-Alexandru Ionescu, Rodney Duffett, **Tudor Edu**, Iliuța Costel Negricea- *Brand-centred fashion clothing behaviour modelling within Generation Y. A two-country comparison*, Economic Computation & Economic Cybernetics Studies & Research, 2023, 0424-267X, Vol. 57, No. 2., pag. 203-220, Clarivate Analytics Master Journal List, Impact Factor (Relative) 0.265 (JCR 2022)
9. Yang Liu, Qi Li, **Tudor Edu**, Kim-Shyan Fam, Razvan Zaharia, Costel Negricea- *Mobile social commerce content, consumer emotions and behaviour*, International Journal of Consumer Studies, Early Access, 2023, ISSN 1470-6423, <https://doi.org/10.1111/ijcs.12908>, Clarivate Analytics Master Journal List, Impact Factor (Relative) 1.074 (JCR 2021)
10. Raluca Constantinescu, **Tudor Edu**- *Internet of Things (IoT) as an Instrument to Improve Business and Marketing Strategies. A Literature Review*, European Journal of Interdisciplinary Studies, Vol. 14, No. 2, 2022, pp. 143-154, ISSN 2067-3795
11. Razvan Zaharia, Rodica Milena Zaharia, **Tudor Edu**, Costel Negricea- *Exploring student satisfaction with online education during the covid-19 pandemic in Romania: a logistic regression approach*, Transformations in Business & Economics, Vol. 21, No. 2, 2022, ISSN 1648-4460, Clarivate Analytics Master Journal List, Impact Factor (Relative) 0.523 (JCR 2021)
12. **Tudor Edu**, Costel Negricea, Razvan Zaharia, Rodica Milena Zaharia- *Factors influencing student transition to online education in the COVID 19 pandemic lockdown: evidence from Romania*, Economic Research-Ekonomska Istraživanja, Early Access, 2021, pp. 1-14, ISSN 1331-677X, Clarivate Analytics Master Journal List, Impact Factor (Relative) 1.014 (JCR 2020)
13. Yang Liu, Qi Li, **Tudor Edu**, Costel Negricea, Kim-Shyan Fam, Razvan Zaharia- *Modelling e-commerce customer reactions. Exploring online shopping carnivals in China*, Economic Research-Ekonomska Istraživanja, Early Access, 2021, pp.1-23, ISSN 1331-677X, Clarivate Analytics Master Journal List, Impact Factor (Relative) 1.014 (JCR 2020)
14. **Tudor Edu**, Rodney Graeme Duffett, Iliuta Costel Negricea, Norbert Haydam- *Modelling Intra-Generation Y Fashion Clothing Buying Behaviour. A Comparative Study Centred on Motivation, Store Selection and Brand Loyalty*, Transformations in Business & Economics, Vol. 20, Issue 1 (52), 2021, pp.219-238, 20p, ISSN 1648-4460, Clarivate Analytics Master Journal List, Impact Factor (Relative) 0.576 (JCR 2020)
15. Yang Liu, Qi Li, **Tudor Edu**, Iliuta Costel Negricea- *Exploring the Continuance Usage Intention of Travel Applications In the Case of Chinese Tourists*, Journal of Hospitality & Tourism Research, 2020, Online first, ISSN: 1096-3480, online ISSN: 1557-7554, doi: 10.1177/1096348020962553, Clarivate Analytics Master Journal List, Impact Factor (Relative) 1.3 (2019)
16. Florentin Popescu, **Tudor Edu**, Iliuta Costel Negricea, Razvan Zaharia, Rodica Milena Zaharia- *How Do Students Assess the Sustainability of Their University? A Comparison between Dutch and Romanian Students from Business Schools*, Amfiteatru Economic, vol. 22, no. 54, pp. 411-431, 2020, ISSN 1582-9146, Clarivate Analytics Master Journal List, Impact Factor (Relative) 0.731 (2019)

17. Rodney Duffett, Tudor Edu, Iliuta-Costel Negricea, Rodica Zaharia- *Modelling the effect of Youtube as an advertising medium on converting intention-to-purchase into purchase*, Transformations in Business & Economics, vol. 19, no. 1, 2020, Vilnius, Lithuania, pp. 112-132, ISSN 1648-4460, Clarivate Analytics Master Journal List, Impact Factor (Relative) 0.729 (2019)
18. Yang Liu, Qi Li, **Tudor Edu**, Laszlo Jozsa, Iliuta Costel Negricea- *Mobile shopping platform characteristics as consumer behavior determinants*, Asia Pacific Journal of Marketing and Logistics, vol. 32, no. 7, 2019, pp. 1565-1587, ISSN 1355-5855, DOI: 10.1108/APJML-05-2019-0308, Clarivate Analytics Master Journal List, Impact Factor (Relative) 0.710 (2019)
19. **Tudor Edu**, Iliuta-Costel Negricea, Norbert Haydam, Emanuela Avram- *Measuring the intention to return to a foreign tourism destination in the cases of two age layers of Generation Y-a logistic regression-centred approach. Evidence from Romania and South Africa*, European Journal of Interdisciplinary Studies, vol. 11, no. 1, pp. 1-17, 2019, ISSN 2067-3795, indexed in Proquest, DOAJ, Repec
20. Rodney Duffett, **Tudor Edu**, Iliuta Costel Negricea- *YouTube marketing communication demographic and usage variables influence on Gen Y's cognitive attitudes in South Africa and Romania*, The Electronic Journal of Information Systems in Developing Countries, 2019, p.e12094, ISSN 1681-4835, indexed in Scopus, IBSS
21. Rodney Duffett, Dana-Mihaela Petroșanu, Iliuta-Costel Negricea, **Tudor Edu**- *Effect of YouTube Marketing Communication on Converting Brand Liking into Preference among Millennials Regarding Brands in General and Sustainable Offers in Particular. Evidence from South Africa and Romania*, Sustainability, vol. 11, no. 3, 2019, pp. 604, Switzerland, ISSN 2071-1050, Clarivate Analytics Master Journal List, Impact Factor 2.075 (2017)
22. Alexandrina Pauceanu, Onise Alpenidze, **Tudor Edu**, Rodica Zaharia- *What Determinants Influence Students to Start Their Own Business? Empirical Evidence from United Arab Emirates Universities*. Sustainability, vol. 11, no. 1, 2019, pp. 92, Switzerland, ISSN 2071-1050, Clarivate Analytics Master Journal List, Impact Factor 2.075 (2017)
23. Rodney Duffett, **Tudor Edu**, Norbert Haydam, Iliuta-Costel Negricea, Rodica Zaharia- *A Multi-Dimensional Approach of Green Marketing Competitive Advantage: A Perspective of Small Medium and Micro Enterprises from Western Cape, South Africa*, Sustainability, vol. 10, no. 10, 2018, pp. 3764, Switzerland, ISSN 2071-1050, Clarivate Analytics Master Journal List, Impact Factor 2.075 (2017)
24. Iliuță Costel Negricea, Emanuela Avram, **Tudor Edu**, Oana Preda- *Modelling Satisfaction- a Comprehensive Motivational Approach in the Case of Generation Y Tourists. Evidence from Romania*, Transformations in Business and Economics, vol. 16, no 2A (41A), 2017, pp. 441-456, Vilnius, Lithuania, ISSN 1648-4460, ISI Master Journal, Impact Factor 0,556, indexed in ISI Web of Science (& Master Journal List) by Thomson Services, Social Sciences Citation Index, Social SciSearch, Journal Citation Reports / Social Sciences Edition, EBSCO, IBSS, Econlit, e-JEL, JEL on CD, Scopus, Cabell.s directory <http://www.transformations.knf.vu.lt/41a>
25. Iliuță Costel Negricea, Laura Rosca, **Tudor Edu**- *Consumer Behaviour Perspectives on Different ECALL Products Installed On Various Car Brands In The Context Of A European Harmonised ECALL Service Implementation*, Research and Science Today, Supplement No. 2/2017, pp. 118-125, Romania, ISSN 2247-4455, indexed in EBSCO, ProQuest, DOAJ
26. Norbert Haydam, Theodor Purcărea, **Tudor Edu**, Iliuță Costel Negricea- *Explaining Satisfaction at a Foreign Tourism Destination- an Intra-Generational Approach. Evidence within Generation Y from South Africa and Romania*, Amfiteatru Economic, vol. 19, no. 45, 2017, ISSN 1582-9146, Impact Factor 0,564, indexed in ISI Thomson Web of Science, Scopus, Ebsco, ProQuest, DOAJ, Econlit, Repec, CEEOL, pp. 528-542,
27. Iliuță Costel Negricea, **Tudor Edu**, Laura Bălan- *Uncovering market positioning coordinates using in-depth interviews. Evidence from the Romanian modern retail*, Studies in Business and Economics, vol. 11, nr. 2, 2016, ISSN 2344-5146, indexed in EBSCO, Econlit, Cabell.s directory, DOAJ, 11 pages, pp. 68-78
28. Norbert Haydam, **Tudor Edu**, Iliuță Costel Negricea, Alexandru Ionescu- *Consumer behaviour mutations and their impact on retail development. Evidence from South Africa*, Transformations in Business and Economics, Vol. 14, No 3 (36), 2015, pp. 187-209, Vilnius, Lithuania, ISSN 1648-4460, ISI Master Journal, Impact Factor 0,374, indexed in: ISI Web of Science (& Master Journal List) by Thomson Services, Social Sciences Citation Index, Social SciSearch, Journal Citation Reports / Social Sciences Edition, EBSCO, IBSS, Econlit, e-JEL, JEL on CD, Scopus, Cabell.s directory <http://www.transformations.khf.vu.lt/36>

29. Iliuță Costel Negricea, **Tudor Edu**- *Characteristics of the buying decision process for Japanese products- a European customer's market perspective*, Romanian Economic and Business Review, vol. 10, No. 4, 12 pages, pp. 187-198, 2015, ISSN 1842-2497, indexed in: RePEc, EconLit, EconPapers, Index Copernicus
30. **Tudor Edu**, Oana Preda, Iliuță Costel Negricea- *Fashion consumer behaviour patterns prompted by the youngest layer of Generation Y. Evidence from Romania*, Industria Textila, vol. 65, no. 6, 2014, pp. 349-357, *ISI Master Journal*, *Impact factor 0,475*, indexed in Science Citation Index Expanded, Materials Science Citation Index, Journal Citation Reports/Science Edition, World Textile Abstracts, Chemical Abstracts, VINITI, Scopus, Toga FIZ technik, ProQuest Central
31. Mihai Papuc, **Tudor Edu**, Iliuță Costel Negricea- *Purchasing behaviour patterns. Evidence from large surface stores in Romania*, Polish Journal of Management Studies, vol. 10.2, 2014, Ed. Czestochowa University of Technology, Czestochowa, pp. 151-160, ISSN 2081-7452, indexed in: Scopus, BazTech, Econpapers, Repec, Ebsco, Index Copernicus <http://www.pjms.zim.pcz.pl/purchasing-behaviour-patterns-evidence-from-large-surface-stores-in-romania.html>
32. **Tudor Edu**, Willem Adriaan Lotter, Iliuță Costel Negricea, Emanuela Maria Avram- *Current Cross-cultural Personal Financial Behaviour Coordinates: Evidence from Romania and South Africa with a Focus on Young and Educated Individuals*, Transformations in Business and Economics, Vol. 13, No 2B (32B), 2014, pp. 833-852, Vilnius, Lithuania, ISSN 1648-4460, *ISI Master Journal*, *Impact Factor 0,266*, indexed in: ISI Web of Science (& Master Journal List) by Thomson Services, Social Sciences Citation Index, Social SciSearch, Journal Citation Reports / Social Sciences Edition, EBSCO, IBSS, Econlit, e-JEL, JEL on CD, Scopus, Cabell's directory <http://www.transformations.khf.vu.lt/32b>
33. Alexandra Perju-Mitran, Costel I. Negricea, **Tudor Edu**- *Modelling the Influence of Online Marketing Communication on Behavioural Intentions*, Network Intelligence Studies, Vol. II, No. 2 (4), 2014, pp. 245-254, ISSN 2344-1722, indexed in: Repec, Econpapers, Ulrich's, CEEOL, EBSCO, Index Copernicus, Eurointernet, NewJour, ScienceCentral
34. Iliuță Costel Negricea, **Tudor Edu**, Emanuela Avram- *Establishing Influence of Specific Academic Quality on Student Satisfaction*- co-author, Procedia- Social and Behavioral Sciences, vol. 116, February 2014, an Elsevier journal, indexed in Science Direct and CPCI (ISI Proceedings), pp. 4430-4435
35. **Tudor Edu**, Iliuță Costel Negricea, Cristina Popa- *Buying and non-buying motives for Citroen cars: an approach from the perspective of the Romanian dealerships*, International Journal of Economic Practices and Theories (IJEPT), vol. 3, no. 4, 7 pages, pp. 294-300, October 2013, e-ISSN 2247-7225, indexed in: RePEc, EBSCO, WorldCat, Cabell's
36. **Tudor Edu**, Oana Preda, Iliuță Costel Negricea- *The Identification of the Marketing Approaches used in the Romanian Automotive Market- a Marketing Research*, Romanian Economic and Business Review, vol. 8, Special Issue, 13 pages, pp. 131-143, Fall 2013, ISSN 1842-2497, indexed in: RePEc, EconLit, EconPapers, Index Copernicus
37. Mihai Papuc, **Tudor Edu**- *Observing the Purchasing Behaviour of the Individuals in the Large Surface Stores During the 2012 Winter Holidays in Bucharest*, Romanian Economic and Business Review, vol. 8, Special Issue, 14 pages, pp. 227-240, Fall 2013, ISSN 1842-2497, indexed in: RePEc, EconLit, EconPapers, Index Copernicus
38. Iliuță Costel Negricea, **Tudor Edu**- *Need for a systematic process of marketing planning in Romanian Small and Medium Enterprises*, Romanian Economic and Business Review, Summer 2013, vol. 8, no. 2, ISSN 1842-2497, classified B+ by CNCIS and indexed in RePEc, EconLit, EconPapers, Index Copernicus, 8 pages, pp. 144-151
39. **Tudor Edu**, Iliuță Costel Negricea, Alexandru Ionescu- *Consumer Behaviour Patterns: Identifying Buying Motives for Cool Drinks Amongst South Africans under 35 years old*, Romanian Economic and Business Review, Spring 2013, vol. 8, no. 1, ISSN 1842-2497, classified B+ by CNCIS and indexed in RePEc, EconLit, EconPapers, Index Copernicus, 7 pages, pp. 66-72
40. **Tudor Edu**, Iliuță Costel Negricea, Alexandru Nicolaică- *Facebook- a Marketing Instrument and Differentiator in Brand Positioning. A Case Study on L'Oreal Paris Romania*, published in International Journal of Economic Practices and Theories (IJEPT), vol. 3, no. 2, April 2013, indexed in RePEc, EBSCO, WorldCat, Cabell's
41. Iacob Cătoi, **Tudor Edu**, Iliuță Costel Negricea- *The identification of the marketing approaches used in the Romanian banking sector- a marketing research- paper presented at IECS 2012 "THE PERSISTENCE OF THE GLOBAL ECONOMIC CRISIS: CAUSES, IMPLICATIONS, SOLUTIONS"*, Sibiu, 15.06.2012, published in the conference proceedings ISBN 978-606-12-0323-9 and Revista Economică, sup. 3, November 2012, ISSN

42. Costel Iliuță Negricea, **Tudor Edu**, Emanuela Maria Avram- *Analysis of causal links and relationship between higher education quality, student's satisfaction and intention, based on development of a conceptual model* published in Romanian Economic and Business Review, June 2012, vol. 7, no. 2, ISSN 1842-2497, classified B+ by CNCIS and indexed in RePEc, EconLit, EconPapers, Index Copernicus, 13 pages, pp. 47-59

43. **Tudor Edu**, Costel Iliuță Negricea- *Brand Positioning – A Marketing Resource and an Effective Tool for Small and Medium Enterprises*- published in Journal of Knowledge Management, Economics and Information Technology, February 2012, vol. 2, issue no. 1, ISSN 2069-5934, www.scientificpapers.org, indexed in DOAJ, RePEc, EBSCO Publishing, Ulrich's Periodicals Directory, Index Copernicus International, The Open Access Digital Library, Open J-Gate, Scirus, Google Scholar, Caboose Open Directory

44. **Tudor Edu**, Costel Iliuță Negricea- *The Identification of the Marketing Needs and Means of Communication of the Romanian Marketing Companies – A Marketing Research*- published in Romanian Economic and Business Review, Fall 2011, vol. 6, no. 3, ISSN 1842-2497, indexed in RePEc, EconLit, EconPapers, Index Copernicus, pag. 34-48

45. Iacob Cătoi, **Tudor Edu**, Iliuță Costel Negricea- *The identification of the marketing approaches used by the Romanian Internet Service Providers- a marketing research*- paper presented at IECS 2011 "CRISES AFTER THE CRISIS. INQUIRIES FROM A NATIONAL, EUROPEAN AND GLOBAL PERSPECTIVE", 18th ed., Sibiu, Romania, May 2011, published in the conference proceedings (ISBN 978-606-12-0139-6) and *Revista Economică nr. 4 (57), June 2011, ISSN 1582-6260*, classified B+ by CNCIS and indexed in RePEc, Ulrich's Periodicals Directory, DOAJ - Directory of Open Access Journals, 8 pages, pp. 33-41

46. Iacob Cătoi, **Tudor Edu**, Iliuță Costel Negricea- *The impact of the future Free Trade Agreement between the European Union and India on the European and Romanian economies from a macromarketing perspective- a marketing research*- paper presented at the International Conference THE ECONOMIC WORLD'S DESTINY: CRISIS AND GLOBALIZATION? – 17th edition, Sibiu, Romania, May 13-14, 2010, published in the conference proceedings (ISBN 978-973-739-987-8), special number (no. 5(52) vol. 1/2010) of "Revista Economică" ranked B+ by CNCIS, 9 pages, pag. 49-57 (<http://economie.ulbsibiu.ro/rom/profesor/publicatii/file/RE/RE%205-52-vol1-2010.pdf>)

47. Iacob Cătoi, **Tudor Edu**- *The identification of the Romanian companies' marketing needs and means of communication- a marketing research*- paper presented at the International Conference CHALLENGES OF CONTEMPORARY KNOWLEDGE-BASED ECONOMY (ICMEA)" - third edition, Alba Iulia, Romania, November 13-14, published in the conference proceedings, special edition of "Annales Universitatis Apulensis Series Oeconomica", ranked B+ by CNCIS and indexed in IDEAS/REPEC (<http://ideas.repec.org/a/alu/journal/v2y2009i1p42.html>)

48. Iacob Cătoi, **Tudor Edu**- *The impact of the future Free Trade Agreement between the European Union and South Korea on the European and Romanian economies- a marketing research*- Journal of Management-Marketing, vol. 3, no. 4, Winter edition, 2008, Economica Pub., ISSN 1842-0206, ranked B+ by CNCIS and indexed in Capbell, Copernicus, CEEOL, pag. 37-48

49. Iacob Cătoi, **Tudor Edu**- *Macromarketing objectives pursued by Romania within the Free Trade Agreement negotiations between the European Union and ASEAN* - article published in the Online Marketing Magazin (ISSN 1843-0678), volume 2, no. 1, March 2008, Uranus Pub. and Faculty of Marketing- ASE, indexed in REPEC, <http://econpapers.repec.org/article/asejournal/>

IV. Articles published in national journals

1. **Tudor Edu**- *Internet Services from a Marketing Perspective* - Article Published in the Marketing Management Magazine edited by the Romanian Association of Marketing- volume 5/ 2004 (ISSN 1222-9105), 9 pages, pag. 363-371

V. Studies published in proceedings of international conferences

1. Iliuță Costel Negricea, **Tudor Edu**, Norbert Haydam, Emanuela Maria Avram- *Generation Y's tourist perceptions and information sources: the case of one destination and two nationalities*, International E-Conference On Enterprises in the Global Economy, Conference proceedings, 7 pages, pp. 103-109, 21 June 2017, ISBN 978-88-95922-97-3, indexed in Web of Science

2. **Tudor Edu**, Iliuță Costel Negricea, Ovidiu Anicăi- *MARKETNET – an Internet-based marketing research model for studying marketing needs of companies*- published in Annals of DAAAM & Proceedings 2011, ISSN

1726-9679, THE 22ND DAAAM WORLD SYMPOSIUM, INTELLIGENT MANUFACTURING & AUTOMATION: POWER OF KNOWLEDGE AND CREATIVITY, 23-26th November 2011, Austria Center Vienna, Vienna, Austria, pp. 1329-1330, CPCI- Conference Proceedings Citation Index (ISI Scientific Proceedings), EBSCO Publishing

3. Iliuță Costel Negricea, **Tudor Edu**, Iuliu Ivănescu- *The online environment- a viable entrepreneurship solution for the Romanian economics students- a marketing research-* published in Annals of DAAAM & Proceedings 2011, ISSN 1726-9679, THE 22ND DAAAM WORLD SYMPOSIUM, INTELLIGENT MANUFACTURING & AUTOMATION: POWER OF KNOWLEDGE AND CREATIVITY, 23-26th November 2011, Austria Center Vienna, Vienna, Austria, pp. 839-840, CPCI- Conference Proceedings Citation Index (ISI Scientific Proceedings), EBSCO Publishing

4. Ivona Stoica, Iliuță Costel Negricea, **Tudor Edu**, Maria-Cristiana Munthiu, Bogdan Călin Velicu- *Blog's effect as online marketing instrument on consumer behavior-* paper presented at ICBE 2012- 7th International Conference on Business Excellence- CHALLENGES DURING THE ECONOMIC CRISIS, Brasov, 12-13 October 2012, published in the conference proceedings ISBN 978-606-19-0102-9, pp. 208-216

5. Ivona Stoica, Iliuță Costel Negricea, **Tudor Edu**- *Using blogs as e-learning tools by the professional community in Romania*, paper presented at eLSE 2012- The 8th International Scientific Conference eLearning and Software for Education- LEVERAGING TECHNOLOGY FOR LEARNING, Bucharest, 26-27 April, published in the conference proceedings ISSN 2066 – 026X, pp. 541-547, indexed in ISI Web of Knowledge, EBSCO, ProQuest

6. Iacob Cătoi, **Tudor Edu**, Alaa Eldin Husein- *Romania- Egypt- a marketing strategy for a better bilateral trade-* paper presented at the International Conference INDUSTRIAL REVOLUTIONS, FROM THE GLOBALIZATION AND POST-GLOBALIZATION PERSPECTIVE- 16th edition, Sibiu, Romania, May 7-8, 2009, published in the conference proceedings ISBN (978-973-739-775-1), indexed ISI proceedings <http://apps.isiknowledge.com>

7. Iacob Cătoi, **Tudor Edu**- *The Internet Service Provider- an essential element of the microenvironment of marketing for the modern enterprise-* published in the 2nd Volume (ISBN: 978-973-739-428-6) of the “International Economic Conference- ROMANIA WITHIN THE EU: OPPORTUNITIES, REQUIREMENTS AND PERSPECTIVES”- Lucian Blaga University, Sibiu, May 10-11, 2007, 7 pages, pp. 88-94, ULBS Pub., indexed ISI proceedings <http://apps.isiknowledge.com>

8. Iacob Cătoi, **Tudor Edu**- *Internet and E-content- a Marketing approach for the future-* published in the 4th Volume (ISBN: 978-973-739-259-6) of the “INTERNATIONAL CONFERENCE- IDENTITY, GLOBALIZATION AND UNIVERSALITY IN THE EASTERN AND CENTRAL EUROPEAN ECONOMIC AREA- EVOLUTIONS AND INVOLUTIONS IN THE MODERN AND CONTEMPORARY PERIOD: EXPERIENCES, MEANINGS, LESSONS”- Lucian Blaga University, Sibiu, May 4-8, 2006, 5 pages, pp. 55-59, ULBS Pub.

9. Iacob Cătoi, **Tudor Edu**- *The Concept of Product in the Internet Services-* published in the 1st Volume (ISBN: 973-651-992-9) of the International Conference- “International Conference- “Romania- Exigences in the development process from the prospective of the European Union accession in 2007” (ISBN: 973-651-992-9)- Lucian Blaga University, Sibiu, May 6-7, 2004, 4 pages, pp. 62-65, ULBS Pub.

VI. Studies published in proceedings of national conferences

1. Iacob Cătoi, **Tudor Edu**- *The distribution in the Internet Services field- The connection between the distribution of the Internet Services and the distribution of the companies which use online services-* published in the volume of the National Conference- “The Marketing of the Romanian enterprises after the Integration in the European Union”- National Conference- Academy of Economic Studies, Bucharest, May 11, 2007 (ISBN 973-594-824-9), 6 pages, ASE Pub.

2. Iacob Cătoi, **Tudor Edu**- *E-content- the significance and importance of this concept for the development of the Romanian public services after the Integration of Romania in the European Union-* published in the 8th Volume of the National Conference- “The implications of the Treaty providing an European Constitution for the Public Law and Public Services”- “Public policies and services before the integration of Romania in the European Union“ (ISSN: 1582-9448) Paul Negulescu Institute of Administration Sciences, May 19, 2006, 9 pages, Burg Pub.

3. **Tudor Edu**- *New Marketing Communication instruments developed based on the online applications-* published in the proceedings of the National Conference “Marketing and Business Communication”- (ISBN: 973-594-825-7), May 12-13, 2006- Academy of Economic Studies, May 12-13, 2006, 5 pages, ASE Pub.

4. Iacob Cătoi, **Tudor Edu-** *The impact of on-line applications on the reform of the commercial and economic services in Romania-* published in the 7th Volume of the National Conference- “Administrative and Judicial problems related to the accession of Romania in the European Union”- “The reform of the local economic and commercial services” (ISSN: 1582-9448) Paul Negulescu Institute of Administration Sciences, May 20-22, 2005, 8 pages, pp. 161-168, Burg Pub.

5. Iacob Cătoi, **Tudor Edu-** *The Marketing Concept in the Internet Services Field-* published in the 6th Volume of the National Conference- “Administrative and Judicial problems related to the accession of Romania in the European Union”- “The reform of the local economic and commercial services” (ISSN: 1582-9448), Paul Negulescu Institute of Administration Sciences, May 21-22, 2004, BURG Pub.

VII. A SELECTION OF RESEARCH PROJECTS

International projects acquired based on tenders

1. Infrastructure Harmonised eCall European Pilot (HeERO), European Union’s Connecting Europe Facility (CEF) Transport Sector, *funded by The Connected Europe Fund Annual Programme*, INEA/CEF/TRANS/1031743, 01.01.2015 – 31.12.2017

National research projects acquired based on tenders

1. Byzantine and Post-Byzantine Landmarks of Manuscript Illuminations (BYZANTION) *funded by the Romanian Government for the period 2012 – 2016 (Partnerships in Priority Fields)*

2. The research and development of an interactive, multidisciplinary and complex platform for the improvement of the marketing educational system through the interconnection of the Romanian academic environment and labour market (EMARKETING)- *funded by the Romanian Government for the period 2008 – 2011 (Partnerships in Priority Fields)*

3. Research studies regarding the marketing communication approaches of the SMEs for the purpose of offering innovative solutions for the improvement of their competitiveness within the framework of the European sustainable development policies (COMINOVATIV)- *funded by the Romanian Government for the period 2008 - 2011 (Partnerships in Priority Fields)*

4. Research studies for the development of a complex integrated dissemination system for the results of the national scientific research for the purpose of promoting and supporting the education in relation to the intellectual property rights (EDNET)- *funded by the Romanian Government for the period 2008 - 2011 (Partnerships in Priority Fields)*

5. Research studies for the development of an integrated, complex and interactive information system for the support of the marketing decisions of the Romanian organizations in order to increase their competitiveness (INFOMARK)- *funded by the Romanian Government for the period 2007 – 2010 (Partnerships in Priority Fields)*

6. Software platform for risk estimation of soil pollution based on GIS and electrokinetic bioremediation technologies (BIOREGIS)- *funded by the Romanian Government for the period 2007 – 2010 (Partnerships in Priority Fields)*

7. Software platform based on GIS technology for assessing seismic risks in Romania (ROSERIS)- *completed in 2008 (CEEX)*

8. County / Regional Integrated Information System based on the Interconnection of the Public Institutions for the purpose of Providing Electronic Services to Citizens and to the Business Environment (SINTESERV)- *completed in 2008 (CEEX)*

9. Electronic system for Household work Information and Mediation, Efficient use of Household Products and Services and finding Business Opportunities in Underdeveloped Areas (SIMVAPS)- *completed in 2008 (CEEX)*

10. Secured integrated system for information, management and documentation of art objects included in the national heritage- *completed in 2006 (INFOSOC)*

11. Integrated system for the management and optimization of the mineral water spring exploitation- *completed in 2006 (AMTRANS)*

12. System of services for documentation, information and transfer of EU harmonized technical, economic and legal information in the Romanian industry- *completed in 2005*

13. Public information services integrated into mobile telephony communications- *completed in 2005*

UNIVERSITATEA ROMÂNNO-AMERICANĂ

Facultatea: Management-Marketing

Departamentul: Management-Marketing

Nume, Prenume, grad didactic: Edu Tudor, profesor universitar doctor

L I S T A

lucrărilor științifice în domeniul disciplinelor din postul didactic

A. Teza de doctorat

A.1. “Politica de marketing în serviciile Internet”, domeniul Marketing, coordonator prof.univ.dr. Iacob Cătoi, susținută în data de 05.07.2007, la A.S.E., București, Catedra de Marketing- (ordin MEC 3.439 din 12.03.2008)

B. Cărți și capitole în cărți publicate în ultimii 10 ani

B.1. Razvan Zaharia, Rodica Milena Zaharia, Tudor Edu. Change and Continuity in the Higher Education System. In Post-Communist Progress and Stagnation at 35: The Case of Romania. Cham: Springer Nature Switzerland, 2024, ISBN 978-3-031-55749-1, pag. 233-252

B.2. Otilia Manta, Ovidiu Folcut, Iuliana Militaru, Tudor Edu. Digitization and green finance, tools for sustainable tourism. In Contemporary Marketing and Consumer Behaviour in Sustainable Tourism. Routledge., 2024, ISBN 9781003388593, pag. 9-27

B.3. Rodica Milena Zaharia, Razvan Zaharia, Tudor Edu, Climate Change, capitol in The Routledge Companion to the Future of Management Research, first edition (Ed. David Crowther, Shahla Seifi), Routledge, 2023, eISBN 9781003225508, 16 pagini

B.4. Ana Preda, Tudor Edu, Costel Negricea, Victoria Folea, Exploring the Influence of YouTube Marketing Communication in a Romanian-Japanese Comparative Context, capitol în Monografia: Under the Pressure of Digitalization: Challenges and Solutions at Organizational and Industrial Levels, Filodiritto Publisher, Bologna, 2021, ISBN 979-12-80225-27-6, 5 pagini, pag. 119-123

B.5. Tudor Edu, Iliuta Costel Negricea, Modelling Tourist Intention to Return to a Foreign Destination in the Case of Two Generation Y Layers from Romania, capitol în Monografia: Business, Economics and Science- Common Challenges- (Ed. Joanna Duda; Tomasz Bernat), Filodiritto Publisher, Bologna, 2020, ISBN 978-88-85813-98-4, 6 pagini, pag. 239-245

B.6. Tudor Edu, Rodney Duffett, Iliuta Costel Negricea, Norbert Haydam, Travel Professionals as Sources of Tourist Behavior Profiling. Evidence from Romania and South Africa, capitol în Monografia: Enterprise in the Global Economy: Challenges of the Current Global Environment, Filodiritto Publisher, Bologna, 2020, ISBN 978-88-85813-77-9, 7 pagini, pag. 177-183

B.7. Doinița Ciocîrlan, Iacob Cătoi, Nicoleta Rossela Dumitru, Iliuță Costel Negricea, Tudor Edu, Anca Stefanescu, Emanuela Avram, Alina Avrigeanu, Licență 2020 pentru absolvenții anului III ZI și FR, Facultatea de Management-Marketing, Editura Universitară, 12 pagini contribuție proprie (126-137/162), București, 2020, ISBN 978-606-28-1092-4

B.8. Tudor Edu, Iliuță Costel Negricea (2019), Case 2: Market readiness for a residential ventilation system designed for providing better household living conditions and lower energy costs. The case of Lindab in Romania, capitol în PRO-ECOLOGICAL RESTRUCTURING OF COMPANIES| Case Studies, Ed. Gasior A., London: Ubiquity Press, 2019, ISBN: 978-1-911529-48-4, 11 pagini, pag. 199-209

- B.9. Doinița Ciocîrlan, Iacob Cătoi, Nicoleta Rossela Dumitru, Iliuță Costel Negricea, Tudor Edu, Anca Cruceru, Emanuela Avram, Alina Avrighianu, Licență 2019 pentru absolvenții anul III ZI și FR, Facultatea de Management-Marketing, Editura Pro Universitaria, 12 pag. contribuție proprie (126-137/160), București, 2019, ISBN 978-606-28-0914-0, CNCSIS, cod 102
- B.10. Doinița Ciocîrlan, Iacob Cătoi, Nicoleta Rossela Dumitru, Iliuță Costel Negricea, Tudor Edu, Anca Cruceru, Emanuela Avram, Alina Avrighianu, Licență 2018 pentru absolvenții anul III ZI și FR, Facultatea de Management-Marketing, Editura Pro Universitaria, 12 pag. contribuție proprie împreună cu 2 autori (126-137/162), București, 2018, ISBN 978-606-28-0733-7, CNCSIS, cod 102
- B.11. Doinița Ciocîrlan, Iacob Cătoi, Marius Dan Dalotă, Nicoleta Rossela Dumitru, Iliuță Costel Negricea, Tudor Edu, Anca Cruceru, Emanuela Avram, Alina Avrighianu, Licență 2017 pentru absolvenții anul III ZI și FR, Facultatea de Management-Marketing, Editura Pro Universitaria, 11 pag. contribuție proprie împreună cu 2 autori (118-128/151), București, 2017, ISBN 978-606-26-0726-5, CNCSIS, cod 102
- B.12. Doinița Ciocîrlan, Iacob Cătoi, Marius Dan Dalotă, Nicoleta Rossela Dumitru, Iliuță Costel Negricea, Diana Soca, Tudor Edu, Anca Cruceru, Emanuela Avram, Alina Avrighianu, Licență 2016 pentru absolvenții anul III ZI și FR, Facultatea de Management-Marketing, Editura Pro Universitaria, 12 pag. contribuție proprie împreună cu 2 autori (141-152/190), București, 2016, ISBN 978-606-26-0556-8, CNCSIS, cod 102
- B.13. Tudor Edu, Iliuță Costel Negricea, CSR Market Positioning Constructs: From Planning to Action. Evidence from Romanian Internet Service Providers, capitol în The Dynamics of Corporate Social Responsibility, Ed. Aluchna, M., Idowu, S.O., Springer International Publishing, 2017, ISBN 978-3-319-39088-8, 21 pagini, pg. 117-137
- B.14. Doinița Ciocîrlan, Iacob Cătoi, Marius Dan Dalotă, Nicoleta Rossela Dumitru, Iliuță Costel Negricea, Diana Soca, Tudor Edu, Anca Cruceru, Emanuela Avram, Alina Avrighianu, Licență 2015 pentru absolvenții anul III ZI și FR, Facultatea de Management-Marketing, Editura Pro Universitaria (CNCSIS, cod 102), București, 2016, ISBN 978-606-26-0556-8, 12 pag. contribuție proprie împreună cu 2 autori (141-152/190)
- B.15. Doinița Ciocîrlan, Iacob Cătoi, Marius Dan Dalotă, Nicoleta Rossela Dumitru, Iliuță Costel Negricea, Diana Soca, Tudor Edu, Anca Cruceru, Emanuela Avram, Alina Avrighianu, Licență 2015 pentru absolvenții anul III ZI și FR, Facultatea de Management-Marketing, Editura Pro Universitaria (CNCSIS, cod 102), București, 2015, ISBN 978-606-647-674-4, 11 pag. contribuție proprie împreună cu 2 autori (138-149/187)

C. Lucrări indexate ISI/BDI publicate în ultimii 10 ani

- C.1. Yang Liu, Tudor Edu, The nexus between live-streaming commerce, engagement and purchase intention, Transformations in Business & Economics, Vol.24, Issue 2, 2025, pp. 21-42, ISSN 1648-4460, Clarivate Analytics Master Journal List, Impact Factor (Relative) 0,581 (2023)
- C.2. Muhlali Maraule, Rodney Duffett, Tudor Edu, Modeling emoji online marketing on websites among young consumers: the moderation effect of age. Future Business Journal, 11(1), 2025, pp.1-15, ISSN 2314-7202
- C.3. Yang Liu, Tudor Edu, Kim-Shyan Fam, Emanuela Avram, Costel Negricea- Is Generation Y in China prone to buy green products? Integrating Confucianism in a VAB-TPB model to explain, Journal of Cleaner Production, Volume 494, 2025, 145016, ISSN 0959-6526, <https://doi.org/10.1016/j.jclepro.2025.145016>, Clarivate Analytics Master Journal List, Impact Factor (Relative) 1,732 (2023).
- C.4. Victor Emanuel Ciuciuc, Andreea Bunica, Elena Adriana Biea., Laurentiu Mihai Treapat, Tudor Edu- Managerial insights on sustainable practices in today's business: mapping economic, social, cultural, and environmental dimensions and their organizational outcomes, Kybernetes, Vol. ahead-of-print No. ahead-of-print, 2025, <https://doi.org/10.1108/K-07-2024-1997>, Clarivate Analytics Master Journal List, Impact Factor (Relative) 0.431 (2023)

- C.5. Magdalena Cismaru, Tudor Edu- "Eat less Meat": Beneficial for you and for the environment - integrating theory and practice to shape communications encouraging a decrease in meat consumption. *International Review on Public and Nonprofit Marketing*, 2024. <https://doi.org/10.1007/s12208-024-00408-7>, Early Access, ISSN 1865-1984
- C.6. Kim-Shyan Fam, Yang Liu, Sheng Wei, Tudor Edu, Razvan Zaharia, Costel Negricea- Modeling New Technology Readiness and Acceptance in the Case of B2B Marketing Employees. *Journal of Business-to-Business Marketing*, 2024, pag. 1–30. ISSN 1051-712X, <https://doi.org/10.1080/1051712X.2024.2364699>, Clarivate Analytics Master Journal List, Impact Factor (Relative) 0.738 (JCR 2023)
- C.7. Rodney Duffett, Rodica Milena Zaharia, Tudor Edu, Raluca Constantinescu, Costel Negricea- Exploring the Antecedents of Artificial Intelligence Products' Usage. The Case of Business Students. *The AMFITEATRU ECONOMIC journal*, 26(65), 2024, pag. 106-106, ISSN 1582-9146, Clarivate Analytics Master Journal List, Impact Factor (Relative) 0.551 (JCR 2023)
- C.8. Rodney Graeme Duffett, Dylan Henry Cromhout, Tudor Edu- The impact of student-run marketing agency services on satisfaction and business performance of small and medium enterprises and microenterprises, *Transformations in Business & Economics*, Vol. 22, No. 3, 2023, pag. 101-120, ISSN 1648-4460, Clarivate Analytics Master Journal List, Impact Factor (Relative) 0.405 (JCR 2022)
- C.9. Yang Liu, Qi Li, Tudor Edu, Kim-Shyan Fam, Razvan Zaharia, Costel Negricea C.- Mobile social commerce content, consumer emotions and behaviour, *International Journal of Consumer Studies*, Early Access, 2023, 1– 20. <https://doi.org/10.1111/ijcs.12908>, Clarivate Analytics Master Journal List, Impact Factor 7.096 (JCR 2022)
- C.10. Razvan Zaharia, Rodica Milena Zaharia, Tudor Edu, Costel Negricea- Exploring student satisfaction with online education during the covid-19 pandemic in Romania: a logistic regression approach, *Transformations in Business & Economics*, Vol. 21, No. 2, 2022, ISSN 1648-4460, Clarivate Analytics Master Journal List, Impact Factor (Relative) 0.523 (JCR 2021)
- C.11. Tudor Edu, Costel Negricea, Razvan Zaharia, Rodica Milena Zaharia- Factors influencing student transition to online education in the COVID 19 pandemic lockdown: evidence from Romania, *Economic Research-Ekonomska Istraživanja*, Early Access, 2021, pag.1-14, ISSN 1331-677X, Clarivate Analytics Master Journal List, Impact Factor (Relative) 1.014 (JCR 2020)
- C.12. Yang Liu, Qi Li, Tudor Edu, Costel Negricea, Kim-Shyan Fam, Razvan Zaharia- Modelling e-commerce customer reactions. Exploring online shopping carnivals in China, *Economic Research-Ekonomska Istraživanja*, Early Access, 2021, pag.1-23, ISSN 1331-677X, Clarivate Analytics Master Journal List, Impact Factor (Relative) 1.014 (JCR 2020)
- C.13. Tudor Edu, Rodney Graeme Duffett, Iliuta Costel Negricea, Norbert Haydam- Modelling Intra-Generation Y Fashion Clothing Buying Behaviour. A Comparative Study Centred on Motivation, Store Selection and Brand Loyalty, *Transformations in Business & Economics*, vol. 20, nr. 1 (52), pag. 219-238, 2021, ISSN 1648-4460, Clarivate Analytics Master Journal List, Impact Factor (Relative) 0.576 (JCR 2020)
- C.14. Yang Liu, Qi Li, Tudor Edu, Iliuta Costel Negricea- Exploring the Continuance Usage Intention of Travel Applications In the Case of Chinese Tourists, *Journal of Hospitality & Tourism Research*, 2020, Online first, ISSN: 1096-3480, online ISSN: 1557-7554, doi: 10.1177/1096348020962553, Clarivate Analytics Master Journal List, Impact Factor (Relative) 1.3 (2019)
- C.15. Florentin Popescu, Tudor Edu, Iliuta Costel Negricea, Razvan Zaharia, Rodica Milena Zaharia- How Do Students Assess the Sustainability of Their University? A Comparison between Dutch and Romanian Students from Business Schools, *Amfiteatru Economic*, vol. 22, nr. 54, pag. 412-412, 2020, ISSN 1582-9146, Clarivate Analytics Master Journal List, Impact Factor/AIS 0.06 (2018)
- C.16. Rodney Duffett, Tudor Edu, Iliuta Costel Negricea, Rodica Milena Zaharia- Modelling the effect of youtube as an advertising medium on converting intention-to-purchase into purchase, *Transformations in Business & Economics*, vol. 19, nr. 1 (49), pag. 112-132, 2020, ISSN 1648-4460, Clarivate Analytics Master Journal List, Impact Factor/AIS 0.056 (2018)

- C.17. Yang Liu, Qu Li, Tudor Edu, Laszlo Jozsa, Iliuta Costel Negricea- Mobile shopping platform characteristics as consumer behavior determinants, Asia Pacific Journal of Marketing and Logistics, Vol. ahead-of-print, No. ahead-of-print, 2019, ISSN 1355-5855, DOI: 10.1108/APJML-05-2019-0308, Clarivate Analytics Master Journal List, Impact Factor (Relative) 0.405 (2018).
- C.18. Tudor Edu, Iliuta-Costel Negricea, Norbert Haydam, Emanuela Avram- Measuring the intention to return to a foreign tourism destination in the cases of two age layers of Generation Y-a logistic regression-centred approach. Evidence from Romania and South Africa, European Journal of Interdisciplinary Studies, vol. 11, nr. 1, pag. 1-17, 2019, ISSN 2067-3795, revistă indexată în Proquest, DOAJ, Repec
- C.19. Rodney Duffett, Tudor Edu, Iliuta-Costel Negricea- YouTube marketing communication demographic and usage variables influence on Gen Y's cognitive attitudes in South Africa and Romania, Electronic Journal of Information Systems in Developing Countries, vol. 85, nr. 5, 2019, pag. 1-13, ISSN 1681-4835, revistă indexată în Clarivate Analytics (Emerging Sources Citation Index), Scopus, IBSS
- C.20. Rodney Duffett, Dana-Mihaela Petroșanu, Iliuta-Costel Negricea, Tudor Edu- Effect of YouTube Marketing Communication on Converting Brand Liking into Preference among Millennials Regarding Brands in General and Sustainable Offers in Particular. Evidence from South Africa and Romania, Sustainability, vol. 11, nr. 3, februarie, 2019, pag. 604, Basel, Switzerland, ISSN 2071-1050, Clarivate Analytics Master Journal List, Impact Factor/AIS 0.335 (2018)
- C.21. Alexandrina Pauceanu, Onise Alpenidze, Tudor Edu, Rodica Zaharia- What Determinants Influence Students to Start Their Own Business? Empirical Evidence from United Arab Emirates Universities, Sustainability, vol. 11, nr. 1, ianuarie, 2019, pag. 92, Basel, Switzerland, ISSN 2071-1050, Clarivate Analytics Master Journal List, Impact Factor/AIS 0.335 (2018)
- C.22. Rodney Duffett, Tudor Edu, Norbert Haydam, Iliuta-Costel Negricea, Rodica Zaharia- A Multi-Dimensional Approach of Green Marketing Competitive Advantage: A Perspective of Small Medium and Micro Enterprises from Western Cape, South Africa, Sustainability, Vol. 10, No 10: 3764, 2018, EISSN 2071-1050, Basel, Switzerland, ISI Master Journal, Impact Factor 2,075. <https://www.mdpi.com/2071-1050/10/10/3764>
- C.23. Iliuță Costel Negricea, Emanuela Avram, Tudor Edu, Oana Preda- Modelling Satisfaction- a Comprehensive Motivational Approach in the Case of Generation Y Tourists. Evidence from Romania, Transformations in Business and Economics, Vol. 16, No 2A (41A), 2017, pag. 441-456, Vilnius, Lituania, ISSN 1648-4460, ISI Master Journal, Impact Factor 0,556, revistă indexată în ISI Web of Science (& Master Journal List)
- C.24. Iliuță Costel Negricea, Laura Roșca, Tudor Edu- Consumer Behaviour Perspectives on Different ECALL Products Installed On Various Car Brands In The Context Of A European Harmonised ECALL Service Implementation, Research and Science Today, Supplement No. 2/2017, pag. 118-125, Romania, ISSN 2247-4455, revista indexata in EBSCO, ProQuest, DOAJ
- C.25. Iliuta Costel Negricea, Tudor Edu, Norbert Haydam, Emanuela Maria Avram- Generation Y's tourist perceptions and information sources: the case of one destination and two nationalities, International E-Conference On Enterprises in the Global Economy, Conference proceedings, 7 pagini, 103-109, 21 Iunie 2017, ISBN 978-88-95922-97-3, indexata Web of Science
- C.26. Norbert Haydam, Theodor Purcărea, Tudor Edu, Iliuță Costel Negricea- Explaining Satisfaction at a Foreign Tourism Destination- an Intra-Generational Approach. Evidence within Generation Y from South Africa and Romania, Amfiteatru Economic, vol. 19, no. 45, 2017, ISSN 1582-9146, Impact Factor 0,581, indexed in ISI Thomson Web of Science, Scopus, Ebsco, ProQuest, DOAJ, Econlit, Repec, CEEOL, pp. 528-542
- C.27. Iliuță Costel Negricea, Tudor Edu, Laura Bălan- Uncovering market positioning coordinates using in-depth interviews. Evidence from the Romanian modern retail, Studies in Business and Economics, vol. 11, nr. 2, 2016, ISSN 2344-5146, revistă indexată în EBSCO, Econlit, Cabell.s directory, DOAJ, 11 pagini, pg. 68-78
- C.28. Norbert Haydam, Tudor Edu, Iliuță Costel Negricea, Alexandru Ionescu- Consumer Behaviour Mutations and Their Impact on Retail Development. Evidence form South Africa, Transformations in

Business and Economics, Vol. 14, No 3 (36), 2015, Vilnius, Lituania, ISSN 1648-4460, ISI Master Journal, Impact Factor 0,374, revistă indexată în ISI Web of Science (& Master Journal List) by Thomson Services, Social Sciences Citation Index, Social SciSearch, Journal Citation Reports / Social Sciences Edition, EBSCO, IBSS, Econlit, e-JEL, JEL on CD, Scopus, Cabell.s directory, 23 pagini, pg. 187-209

C.29. Iliuță Costel Negricea, Tudor Edu- Characteristics of the buying decision process for Japanese products- a European customer's market perspective, Romanian Economic and Business Review, vol. 10, No. 4, 2015, ISSN 1842-2497, indexed in: RePEc, EconLit, EconPapers, Index Copernicus, 12 pagini, pp. 187-198

D. Lucrări publicate în ultimii 10 ani în reviste și volume de conferințe cu referenți (neindexate)

- Reviste

1.

- Selecție cu maximum 20 lucrări în volume de conferințe

1.

E. Brevete obținute în întreaga activitate

1.

F. Proiecte de cercetare-dezvoltare-inovare obținute prin competiție, naționale (Pn1, Pn2 etc.) și/sau internaționale (Pi1, Pi2 etc.)

Pn.1. PCCA 2011 / BYZANTION- Byzantine and Post-Byzantine Landmarks of Manuscript Illuminations (Programul Proiecte Colaborative de Cercetare Aplicativă- PCCA Tip 2)

- Programul: PCCA 2011
- Sursa de finanțare: UEFISCDI
- Titlul proiectului: BYZANTION- Byzantine and Post-Byzantine Landmarks of Manuscript Illuminations
- Numărul și data contractului: 218/2012
- Volumul finanțării: Buget/ Buget + Cofinanțare: 2.000.000 / 2.666.667 Lei
- Perioada finanțării: 02.07.2012 – 31.12.2016
- Funcția deținută de candidat în cadrul proiectului: membru în echipa de cercetare

Pn.2. PNCDI2 / EMARKETING- Cercetarea și dezvoltarea unei platforme interactive, multidisciplinare și complexe pentru îmbunătățirea sistemului educațional de marketing prin interconectarea mediului universitar cu piața muncii din România în contextul dezvoltării durabile (Programul 4- Parteneriate în domenii prioritare)

- Programul: PNCDI2
- Sursa de finanțare: CNMP/UEFISCDI
- Titlul proiectului: EMARKETING- Cercetarea și dezvoltarea unei platforme interactive, multidisciplinare și complexe pentru îmbunătățirea sistemului educațional de marketing prin interconectarea mediului universitar cu piața muncii din România în contextul dezvoltării durabile

- Numărul și data contractului: 92103/2008
 - Volumul finanțării: Buget/ Buget + Cofinanțare: 676.819,77 / 759.418,49 Lei
 - Perioada finanțării: 01.10.2008 – 15.12.2011
 - Funcția deținută de candidat în cadrul proiectului: responsabil de proiect din partea partenerului 2
- Pn.3. PNCDI2 / COMINOVATIV- Cercetări privind demersurile comunicaționale de marketing ale IMM-urilor, în vederea oferirii unor soluții inovative pentru creșterea competitivității, în contextul politicilor de dezvoltare durabilă la nivel european (Programul 4- Parteneriate în domenii prioritare)
- Programul: PNCDI2
 - Sursa de finanțare: CNMP/UEFISCDI
 - Titlul proiectului: COMINOVATIV- Cercetări privind demersurile comunicaționale de marketing ale IMM-urilor, în vederea oferirii unor soluții inovative pentru creșterea competitivității, în contextul politicilor de dezvoltare durabilă la nivel european
 - Numărul și data contractului: 92090/2008
 - Volumul finanțării: Buget/ Buget + Cofinanțare: 676.819,77 / 706.823,77 Lei
 - Perioada finanțării: 01.10.2008 – 15.12.2011
 - Funcția deținută de candidat în cadrul proiectului: responsabil de proiect din partea partenerului 1
- Pn.4. PNCDI2 / EDNET- Cercetări privind realizarea unui sistem integrat complex de diseminare a rezultatelor cercetării științifice la nivel național pentru promovarea și susținerea educației privind respectarea drepturilor de proprietate intelectuală (Programul 4- Parteneriate în domenii prioritare)
- Programul: PNCDI2
 - Sursa de finanțare: CNMP/UEFISCDI
 - Titlul proiectului: EDNET- Cercetări privind realizarea unui sistem integrat complex de diseminare a rezultatelor cercetării științifice la nivel național pentru promovarea și susținerea educației privind respectarea drepturilor de proprietate intelectuală
 - Numărul și data contractului: 92102/2008
 - Volumul finanțării: Buget/ Buget + Cofinanțare: 711.642,81 / 807.618,94 Lei
 - Perioada finanțării: 01.10.2008 – 15.12.2011
 - Funcția deținută de candidat în cadrul proiectului: membru în echipa de cercetare
- Pn.5. PNCDI2 / SIMFERM- Metode și instrumente moderne de management al resurselor și activităților destinat fermelor și întreprinzătorilor din mediul rural (Programul 4- Parteneriate în domenii prioritare)
- Programul: PNCDI2
 - Sursa de finanțare: CNMP/UEFISCDI
 - Titlul proiectului: SIMFERM- Metode și instrumente moderne de management al resurselor și activităților destinat fermelor și întreprinzătorilor din mediul rural
 - Numărul și data contractului: 52155/2008
 - Volumul finanțării: Buget/ Buget + Cofinanțare: 730.104,33 / 865.205,33 Lei
 - Perioada finanțării: 01.10.2008 – 15.12.2011
 - Funcția deținută de candidat în cadrul proiectului: membru în echipa de cercetare
- Pn.6. PNCDI2 / INFOMARK- Cercetări privind dezvoltarea unui sistem integrat, complex și interactiv de informații pentru asistarea deciziilor de marketing ale organizațiilor românești în vederea creșterii competitivității (Programul 4- Parteneriate în domenii prioritare)
- Programul: PNCDI2
 - Sursa de finanțare: CNMP

- Titlul proiectului: INFOMARK- Cercetări privind dezvoltarea unui sistem integrat, complex și interactiv de informații pentru asistarea deciziilor de marketing ale organizațiilor românești în vederea creșterii competitivității
 - Numărul și data contractului: 91066/2007
 - Volumul finanțării: Buget/ Buget + Cofinanțare: 1.269.832,00 / 1.381.282,00 Lei
 - Perioada finanțării: 18.09.2007 – 15.12.2010
 - Funcția deținută de candidat în cadrul proiectului: responsabil de proiect din partea partenerului 1
- Pn.7. PNCDI2 / BIOREGIS- Platformă software pentru evaluarea riscului de poluare a solului bazată pe utilizarea tehnologiei GIS și a tehnologiilor de bioremediere electrocinetică (Programul 4- Parteneriate în domenii prioritare)
- Programul: PNCDI2
 - Sursa de finanțare: CNMP
 - Titlul proiectului: BIOREGIS- Platformă software pentru evaluarea riscului de poluare a solului bazată pe utilizarea tehnologiei GIS și a tehnologiilor de bioremediere electrocinetică
 - Numărul și data contractului: 11036/2007
 - Volumul finanțării: Buget/ Buget + Cofinanțare: 1.216.455,00 / 1.543.916,50 Lei
 - Perioada finanțării: 14.09.2007 – 18.09.2010
 - Funcția deținută de candidat în cadrul proiectului: membru în echipa de cercetare
- Pn.8. CEEX / ROSERIS- Platformă software pentru evaluarea riscului seismic în România, bazată pe utilizarea tehnologiilor GIS
- Programul: CEEX
 - Sursa de finanțare: CNMP
 - Titlul proiectului: ROSERIS- Platformă software pentru evaluarea riscului seismic în România, bazată pe utilizarea tehnologiilor GIS
 - Numărul și data contractului: 119/2006
 - Volumul finanțării: Buget/ Buget + Cofinanțare: 1.300.000,00 / 1.383.333,00 Lei
 - Perioada finanțării: 15.09.2006 – 29.08.2008
 - Funcția deținută de candidat în cadrul proiectului: membru în echipa de cercetare
- Pn.9. CEEX / SINTESERV- Sistem informatic integrat județean/regional bazat pe Interconectarea Instituțiilor Publice și destinat Furnizării de Servicii Electronice către Cetățeni și către Mediul de Afaceri
- Programul: CEEX
 - Sursa de finanțare: AMCSIT Politehnica
 - Titlul proiectului: SINTESERV- Sistem informatic integrat județean/regional bazat pe Interconectarea Instituțiilor Publice și destinat Furnizării de Servicii Electronice către Cetățeni și către Mediul de Afaceri
 - Numărul și data contractului: 123/2006
 - Volumul finanțării: Buget/ Buget + Cofinanțare: 1.500.000,00 / 1.835.023,00 Lei
 - Perioada finanțării: 20.07.2006 – 20.09.2008
 - Funcția deținută de candidat în cadrul proiectului: membru în echipa de cercetare
- Pn.10. CEEX / SIMVAPS- Sistem Electronic de Informare și Mediere pentru Munca la Domiciliu, Valorificarea Produselor și Serviciilor din Gospodărie și Găsirea de Oportunități de Afaceri în Zone Slab Dezvoltate Economic
- Programul: CEEX

- Sursa de finanțare: AMCSIT Politehnica
 - Titlul proiectului: SIMVAPS- Sistem Electronic de Informare și Mediere pentru Munca la Domiciliu, Valorificarea Produselor și Serviciilor din Gospodărie și Găsirea de Oportunități de Afaceri în Zone Slab Dezvoltate Economic
 - Numărul și data contractului: 126/2006
 - Volumul finanțării: Buget/ Buget + Cofinanțare: 1.500.000,00 / 1.835.023,00 Lei
 - Perioada finanțării: 20.07.2006 – 20.09.2008
 - Funcția deținută de candidat în cadrul proiectului: membru în echipa de cercetare
- Pn.11. CEEX / MODEXP- Sistem virtual de modelare și evaluare a efectelor incendiilor și exploziilor în mediu urban.
- Programul: CEEX
 - Sursa de finanțare: CNMP
 - Titlul proiectului: MODEXP- Sistem virtual de modelare și evaluare a efectelor incendiilor și exploziilor în mediu urban
 - Numărul și data contractului: 40/2005
 - Volumul finanțării: Buget/ Buget + Cofinanțare: 800.000,00 / 1.050.000,00 Lei
 - Perioada finanțării: 10.10.2005 – 15.11.2007
 - Funcția deținută de candidat în cadrul proiectului: membru în echipa de cercetare
- Pn.12. CEEX / PROMED- Platformă multifuncțională destinată optimizării metodelor de diagnostic și decizie în serviciile medicale
- Programul: CEEX
 - Sursa de finanțare: CNMP
 - Titlul proiectului: PROMED- Platformă multifuncțională destinată optimizării metodelor de diagnostic și decizie în serviciile medicale
 - Numărul și data contractului: 3/2005
 - Volumul finanțării: Buget/ Buget + Cofinanțare: 1.483.800,00 / 1.805.900,00 Lei
 - Perioada finanțării: 05.10.2005 – 20.07.2008
 - Funcția deținută de candidat în cadrul proiectului: membru în echipa de cercetare
- Pn.13. RELANSIN / Sistem de servicii pentru documentare, informare și transfer al informațiilor tehnice, economice, juridice, armonizate UE, în sectorul industrial
- Programul: RELANSIN
 - Sursa de finanțare: RELANSIN (AMCSIT Politehnica)
 - Titlul proiectului: Sistem de servicii pentru documentare, informare și transfer al informațiilor tehnice, economice, juridice, armonizate UE, în sectorul industrial
 - Numărul și data contractului: 1999/2004
 - Volumul finanțării: Buget/ Buget + Cofinanțare: 130.000,00 / 230.000,00 Lei
 - Perioada finanțării: 15.09.2004 – 31.05.2006
 - Funcția deținută de candidat în cadrul proiectului: membru în echipa de cercetare
- Pn.14. INFOSOC / SISOPN- Sistem integrat securizat pentru informare, gestionare și documentare a obiectelor de artă din patrimoniul național.
- Programul: INFOSOC
 - Sursa de finanțare: INFOSOC (ICI)
 - Titlul proiectului: SISOPN- Sistem integrat securizat pentru informare, gestionare și documentare

a obiectelor de artă din patrimoniul național

- Numărul și data contractului: 125/2004
- Volumul finanțării: Buget/ Buget + Cofinanțare: 150.000,00 / 250.000,00 Lei
- Perioada finanțării: 16.08.2004 – 15.05.2006
- Funcția deținută de candidat în cadrul proiectului: membru în echipa de cercetare

Pn.15. AMTRANS / SIGOAEIM- Sistem integrat de gestionare și optimizare a activității de exploatare a izvoarelor de apă minerală

- Programul: AMTRANS
- Sursa de finanțare: AMTRANS (IPA)
- Titlul proiectului: SIGOAEIM- Sistem integrat de gestionare și optimizare a activității de exploatare a izvoarelor de apă minerală

- Numărul și data contractului: 7B25/2004
- Volumul finanțării: Buget/ Buget + Cofinanțare: 281.000,00 / 519.600,00 Lei
- Perioada finanțării: 01.09.2004 – 31.08.2006
- Funcția deținută de candidat în cadrul proiectului: membru în echipa de cercetare

Pn.16. INFOSOC / BIOSAFE- Platformă multisenzorială bazată pe tehnologii biometrice pentru managementul accesului în zone securizate

- Programul: INFOSOC
- Sursa de finanțare: INFOSOC (ICI)
- Titlul proiectului: BIOSAFE- Platformă multisenzorială bazată pe tehnologii biometrice pentru managementul accesului în zone securizate

- Numărul și data contractului: INF-119/18.11.203
- Volumul finanțării: Buget/ Buget + Cofinanțare: 137.200,00 / 237.200,00 Lei
- Perioada finanțării: 18.11.2003 – 10.12.2004
- Funcția deținută de candidat în cadrul proiectului: membru în echipa de cercetare

Pn.17. INFOSOC / SIMCON- Sistem informatic integrat de măsurare a consumurilor pentru utilități casnice și colectare electronică a plăților

- Programul: INFOSOC
- Sursa de finanțare: INFOSOC (ICI)
- Titlul proiectului: SIMCON- Sistem informatic integrat de măsurare a consumurilor pentru utilități casnice și colectare electronică a plăților

- Numărul și data contractului: 99/05.08.2003
- Volumul finanțării: Buget/ Buget + Cofinanțare: 280.000,00 / 400.000,00 Lei
- Perioada finanțării: 05.08.2003 – 30.05.2005
- Funcția deținută de candidat în cadrul proiectului: membru în echipa de cercetare

Pn.18. RELANSIN/ Servicii de informare publică integrate în comunicațiile pentru telefonie mobilă

- Programul: RELANSIN
- Sursa de finanțare: RELANSIN (AMCSIT Politehnica)
- Titlul proiectului: Servicii de informare publică integrate în comunicațiile pentru telefonie mobilă;

Membru în echipa de cercetare

- Numărul și data contractului: 1712/2003
- Volumul finanțării: Buget/ Buget + Cofinanțare: 102.700,00 / 132.700,00 Lei
- Perioada finanțării: 31.03.2003 – 15.02.2005

- Funcția deținută de candidat în cadrul proiectului: membru în echipa de cercetare

Pi.1. Infrastructure Harmonised eCall European Pilot (HeERO)

- Programul: European Union's Connecting Europe Facility (CEF) Transport Sector
- Sursa de finanțare: The Connected Europe Fund Annual Programme
- Titlul proiectului: Infrastructure Harmonised eCall European Pilot (HeERO)
- Numărul și data contractului: INEA/CEF/TRANS/1031743
- Volumul finanțării: Buget/ Buget + Cofinanțare: 15.315.979,5 / 30.631.959 EUR
- Perioada finanțării: 01.01.2015 – 31.12.2017
- Funcția deținută de candidat în cadrul proiectului: membru în echipa de cercetare

Data:

Semnătura:

E – Brevete (pentru întreaga activitate)