

**LISTA DE LUCRĂRI****A. LUCRĂRI RELEVANTE PENTRU REALIZĂRILE PERSONALE (10)**

1. NECHITA, Florin, 2022, *An Introduction to Museum Marketing Communication in the Digital Age*, Cluj-Napoca, Presa Universitară Clujeană, ISBN 978-606-37-1540-2 (e-book)
2. BULARCA, Maria Cristina, NECHITA, Florin, ȘARGU, Lilia, MOTOI, Gabriela, OTOVESCU, Adrian, COMAN, Claudiu, 2022, „Looking for the Sustainability Messages of European Universities’ Social Media Communication during the COVID-19 Pandemic”. În *Sustainability* 14, 1554, DOI: <https://doi.org/10.3390/su14031554>
3. LIU, Yong, CHIN, Wei Lee, NECHITA, Florin, CANDREA, Adina Nicoleta, 2020, „Framing Film-Induced Tourism into a Sustainable Perspective from Romania, Indonesia and Malaysia”. În *Sustainability* 12(23), 9910, DOI: <https://doi.org/10.3390/su12239910>
4. NECHITA, Florin, REZEANU, Cătălina Ionela, 2019, „Augmenting Museum Communication Services to Create Young Audiences”. În *Sustainability*, 11(20), 5830. <https://doi.org/10.3390/su11205830>
5. NECHITA, Florin, DEMETER, Robert, BRICIU, Victor-Alexandru, VARELAS, Sotirios, KAVOURA, Androniki, 2019, „Projected Destination Images Versus Visitor-Generated Visual Content in Brasov, Transylvania”, în KAVOURA, Androniki, KEFALLONITIS, Efstathios, GIOVANIS, Apostolos (Eds.) *Strategic Innovative Marketing and Tourism. Springer Proceedings in Business and Economics. Springer, Cham*, ISSN 2198-7246, ISSN 2198-7254 (electronic), ISBN 978-3-030-12452-6, ISBN 978-3-030-12453-3 (eBook), Springer Nature Switzerland, pp. 613-622, DOI: [https://doi.org/10.1007/978-3-030-12453-3\\_70](https://doi.org/10.1007/978-3-030-12453-3_70)
6. KAVOURA, Androniki, NECHITA, Florin, 2017, „An exploratory study of Online Destination Images via User-Generated Content for Southeastern Rural Transylvania”, în KIRÁLOVÁ, Alžbeta (Ed.) *Driving Tourism through Creative Destinations and Activities*, IGI Global, ISBN 978-152-25-2016-0, ISBN 978-152-25-2017-7 (eBook), pp. 45-66, DOI: <https://doi.org/10.4018/978-1-5225-2016-0.ch003>
7. CESARANI, Maurizio, NECHITA, Florin, 2017, „Tourism and the Sharing Economy. An Evidence from Airbnb Usage in Italy and Romania”, în *Symphonya – Special Issue on Global Tourism Management*, No. 1 – 2017, pp. 32-47, <http://dx.doi.org/10.4468/2017.3.04cesarani.nechita>, link articol: <http://symphonya.unicusano.it/article/view/2017.3.04cesarani.nechita/11509>
8. CANDREA, Adina Nicoleta, ISPAS, Ana, UNTARU, Elena Nicoleta, NECHITA, Florin, 2016, „Marketing the Count’s way: how Dracula’s myth can revive Romanian tourism”, în *Bulletin of the Transylvania University of Braşov Series V: Economic Sciences*, ISSN 2065-2194 (Print), ISSN 2065-2208 (CD-ROM), Vol. 9 (58), No. 1, pp. 83-90, [http://webbut.unitbv.ro/BU2016/Series%20V/2016/BULETIN%20I%20PDF/10\\_Candrea.pdf](http://webbut.unitbv.ro/BU2016/Series%20V/2016/BULETIN%20I%20PDF/10_Candrea.pdf)
9. NECHITA, Florin, 2015, „Bidding for the European Capital of Culture: common strengths and weaknesses at the pre-selection stage”, în *Bulletin of the Transylvania University of Braşov, Series VII: Social Sciences and Law* ISSN 2066-7701 (Print), ISSN 2066-771X (CD-ROM), Vol. 8 (57), No. 1, pp. 103-118, [http://webbut.unitbv.ro/BU2015/Series%20VII/BULETIN%20I%20PDF/17\\_Nechita%20F.pdf](http://webbut.unitbv.ro/BU2015/Series%20VII/BULETIN%20I%20PDF/17_Nechita%20F.pdf)

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## B. TEZA DE DOCTORAT

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

## C. CĂRȚI ȘI CAPITOLE ÎN CĂRȚI

- NECHITA, Florin, 2022, *An Introduction to Museum Marketing Communication in the Digital Age*, Cluj-Napoca, Presa Universitară Clujeană, ISBN 978-606-37-1540-2 (e-book)
- BULARCA, Maria Cristina, NECHITA, COMAN, Claudiu, 2022, *Interacțiunea dintre studenți și universități în mediul online*, București, C.H. Beck, ISBN 978-606-18-1155-7
- NECHITA, Florin (coordonator), 2022, *Tehnici promoționale : studii de caz*, Cluj-Napoca, Presa Universitară Clujeană, ISBN 978-606-37-1368-2 (e-book), (tipar)
- NECHITA, Florin (coordonator), 2021, *Studii de caz în branding : eseuri studențești*, Cluj-Napoca, Presa Universitară Clujeană, ISBN 978-606-37-1331-6 (e-book), (tipar)
- GRABIAS Magdalena, de ROOS, Hans Corneel, NECHITA, Florin (coordonatori), 2021, *Children of the Night – International Dracula Congress : Book of Abstracts*, Cluj-Napoca, Presa Universitară Clujeană, ISBN 978-606-37-1121-3 (e-book)
- NECHITA, Florin, 2020, *Comunicarea de marketing a muzeelor în era digitală*, Cluj-Napoca, Presa Universitară Clujeană, ISBN 978-606-37-0950-0 (e-book), 978-606-37-0949-4 (tipar)
- COMAN, Claudiu, BULARCA, Maria Cristina, NECHITA, Florin, 2020, *Promovarea și brandingul universităților*, București, C.H. Beck, ISBN 978-606-18-1003-1
- SOREA, Daniela, HELEREA, Elena, LELUȚIU, Laura, NECHITA, Florin (coordonatori), 2019, *Amintiri din război. Biblioteca vie ACT – Active Telling, Active Learning*, Cluj-Napoca, Presa Universitară Clujeană, ISBN 978-606-37-0691-2
- VARELAS, Sotirios, GEORGITSEAS, Panagiotis, NECHITA, Florin, SAHINIDIS, Alexandros, 2019, „Strategic innovations in tourism enterprises through blockchain technology” în KAVOURA, Androniki, KEFALLONITIS, Efstathios, GIOVANIS, Apostolos (Eds.) *Strategic Innovative Marketing and Tourism. Springer Proceedings in Business and Economics. Springer, Cham*, ISSN 2198-7246, ISSN 2198-7254 (electronic), ISBN 978-3-030-12452-6, ISBN 978-3-030-12453-3 (eBook), Springer Nature Switzerland, pp. 885-891, DOI: [https://doi.org/10.1007/978-3-030-12453-3\\_102](https://doi.org/10.1007/978-3-030-12453-3_102)
- BRICIU, Victor-Alexandru, DEMETER, Robert, NECHITA, Florin, KAVOURA, Androniki, BRICIU, Arabela, 2019, „A Proposed Online Platform for Ranking Place

- Brands Identity Characteristics of Official Tourism Websites”, în KAVOURA, Androniki, KEFALLONITIS, Efstathios, GIOVANIS, Apostolos (Eds.) *Strategic Innovative Marketing and Tourism. Springer Proceedings in Business and Economics. Springer, Cham*, ISSN 2198-7246, ISSN 2198-7254 (electronic), ISBN 978-3-030-12452-6, ISBN 978-3-030-12453-3 (eBook), Springer Nature Switzerland, pp. 755-762, DOI: [https://doi.org/10.1007/978-3-030-12453-3\\_87](https://doi.org/10.1007/978-3-030-12453-3_87)
- NECHITA, Florin, DEMETER, Robert, BRICIU, Victor-Alexandru, VARELAS, Sotirios, KAVOURA, Androniki, 2019, „Projected Destination Images Versus Visitor-Generated Visual Content in Brasov, Transylvania”, în KAVOURA, Androniki, KEFALLONITIS, Efstathios, GIOVANIS, Apostolos (Eds.) *Strategic Innovative Marketing and Tourism. Springer Proceedings in Business and Economics. Springer, Cham*, ISSN 2198-7246, ISSN 2198-7254 (electronic), ISBN 978-3-030-12452-6, ISBN 978-3-030-12453-3 (eBook), Springer Nature Switzerland, pp. 613-622, DOI: [https://doi.org/10.1007/978-3-030-12453-3\\_70](https://doi.org/10.1007/978-3-030-12453-3_70)
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  - KAVOURA, Androniki, NECHITA, Florin, 2017, „An exploratory study of Online Destination Images via User-Generated Content for Southeastern Rural Transylvania ”, în KIRÁLOVÁ, Alžbeta (Ed.) *Driving Tourism through Creative Destinations and Activities*, IGI Global, ISBN 978-152-25-2016-0, ISBN 978-152-25-2017-7 (eBook), pp. 45-66, DOI: <https://doi.org/10.4018/978-1-5225-2016-0.ch003>
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  - CANDREA, Adina Nicoleta, NECHITA, Florin, 2015, *Interpretarea și promovarea patrimoniului cultural din muzee*, Braşov, Editura Universităţii Transilvania, ISBN 978-606-10-0470-9
  - MIGDALOVICI, Teodora, NECHITA, Florin (coordonatori), 2014, *Rebranding Braşov*, Braşov, Editura Universităţii Transilvania din Braşov, ISBN 978-606-10-0471-6
  - NECHITA, Florin, ŞANDRU, Codrina, CANDREA, Adina Nicoleta, ȚĂRANU, Dan, 2014 (coordonatori), *Advertising and Heritage Interpretation*, Braşov, Editura Universităţii Transilvania din Braşov, ISBN 978-606-10-0470-9
  - NECHITA, Florin și BRICIU, Arabela, 2013, *Mijloace de promovare. Note de curs, aplicații, studii de caz*, Braşov, Editura Universităţii Transilvania din Braşov, ISBN 978-606-19-0205-7
  - NECHITA, Florin, 2012, *Construcția de marcă în industria berii și în industria laptelui*, Braşov, Editura Universităţii Transilvania din Braşov, ISBN 978-606-19-0035-0

<p><b>D. ARTICOLE/ STUDII PUBLICATE ÎN REVISTE DE SPECIALITATE DE CIRCULAȚIE INTERNAȚIONALĂ RECUNOSCUTE</b></p>
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- BULARCA, Maria Cristina, NECHITA, Florin, ŞARGU, Lilia, MOTOI, Gabriela, OTOVESCU, Adrian, COMAN, Claudiu, 2022, „Looking for the Sustainability Messages

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- POPA, Daniela, NECHITA, Florin, LIU, Yong, CHIN, Wei Lee, 2021, „Linking Positive Psychology and Intercultural Competence by Movies : Evidence from Brunei and Romania”. În *Frontiers in Psychology* 12 : 750904, DOI: <https://doi.org/10.3389/fpsyg.2021.75090>
  - POCINHO, Margarida, VIEIRA, Natalia G.S., NUNES, Celso, NECHITA, Florin, 2021, „Sustainable Customer Digital Engagement Strategies for the Tourism Recovery Perspective” în *Bulletin of the Transilvania University of Brasov*, Vol. 14(63), No. 1-2021, Series V, Economic Sciences, ISSN 2065-2194 (Print), ISSN 2065-2208 (CD-ROM), pp. 77-86, <https://doi.org/10.31926/but.es.2021.14.63.1.15>, link articol: [https://webbut.unitbv.ro/index.php/Series\\_V/article/view/331](https://webbut.unitbv.ro/index.php/Series_V/article/view/331)
  - LIU, Yong, CHIN, Wei Lee, NECHITA, Florin, CANDREA, Adina Nicoleta, 2020, „Framing Film-Induced Tourism into a Sustainable Perspective from Romania, Indonesia and Malaysia”. În *Sustainability* 12(23), 9910, DOI: <https://doi.org/10.3390/su12239910>
  - TANAKA, Hiromasa, NECHITA, Florin, 2020, „Social Cognition of Temporality and Environment: Lingua Franca English Construction”. În *Business Communication Research and Practice*, 3(1), pp. 17-26, DOI: <https://doi.org/10.22682/bcrp.2020.3.1.17>, link articol: [https://www.e-bcrp.org/archive/view\\_article?pid=bcrp-3-1-17](https://www.e-bcrp.org/archive/view_article?pid=bcrp-3-1-17)
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  - BRICIU, Victor-Alexandru, NECHITA, Florin, DEMETER, Robert, KAVOURA, Androniki, 2019, „Minding the Gap Between Perceived and Projected Destination Image by Using Information and Communication Platforms and Software”. În *International Journal of Computational Methods in Heritage Science (IJCMHS)*, vol. 3(2), pp. 1-17, DOI: 10.4018/IJCMHS.2019070101
  - NECHITA, Florin, 2019, „Urban Changes and Citizens' Engagement by Using Digital Media” în *Bulletin of the Transilvania University of Brasov*, Vol. 12(61), No. 1-2019, Series VII, Social Science and Law, ISSN 2066-7701 (Print), ISSN 2066-771X (CD-ROM), pp. 161-170, <https://doi.org/10.31926/but.ssl.2019.12.61.1.15>, link articol: [http://webbut.unitbv.ro/Bulletin/Series%20VII/2019/BULETIN%20I%20PDF/22\\_Nechita.pdf](http://webbut.unitbv.ro/Bulletin/Series%20VII/2019/BULETIN%20I%20PDF/22_Nechita.pdf)
  - LEMOS BAPTISTA, Joao Manuel, POCINHO, Margarida, NECHITA, Florin, 2019, „Tourism and Public Policy” în *Bulletin of the Transilvania University of Brasov*, Vol. 12(61), No. 1-2019, Series V, Economic Sciences, ISSN 2065-2194 (Print), ISSN 2065-2208 (CD-ROM), pp. 77-86, <https://doi.org/10.31926/but.es.2019.12.61.1.11>, link articol: [http://webbut.unitbv.ro/Bulletin/Series%20V/2019/BULETIN%20I%20PDF/11\\_LEMOS.pdf](http://webbut.unitbv.ro/Bulletin/Series%20V/2019/BULETIN%20I%20PDF/11_LEMOS.pdf)
  - BRICIU, Victor-Alexandru, BRICIU, Arabela și NECHITA, Florin, (2018), „Content Analysis Made Simple for Students. An Interactive Online Application Solution” în *Cognitive Science – New Media – Education*, vol. 5, nr. 2/2018, pp. 77-91, ISSN: 2543-506X, DOI: <http://dx.doi.org/10.12775/CSNME.2018.013>
  - NECHITA, Florin, CANDREA, Adina Nicoleta, CSISZÉR, Annamaria, TANAKA, Hiromasa, 2018, „Valorizing intangible cultural heritage through community-based tourism in Lăpuș Land, Transylvania” în *Bulletin of the Transilvania University of Braşov*, vol. 11 (60), No. 1 - 2018, ISSN 2066-7701 (Print), ISSN 2066-771X (CD-ROM), pp. 65-74, <http://webbut.unitbv.ro/BU2018/Series%20VII/2018/BULETIN%20I%20PDF/10%20Nechita.pdf>

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- NECHITA, Florin, LOZO, Ivana, CANDREA, Adina Nicoleta, 2014, „National Parks’s web-based communication with visitors. Evidence from Piatra Craiului National Park in Romania and Paklenica National Park in Croatia”, în *Bulletin of the Transylvania University of Brașov, Series VII: Social Sciences and Law* ISSN 2066-7701 (Print), ISSN 2066-771X (CD-ROM), Vol. 7 (56), No. 2, pp. 139-150, [http://webbut.unitbv.ro/BU2014/Series%20VII/BULETIN%20VII/19\\_Nechita,%20Lozo,%20Candrea%202-2014.pdf](http://webbut.unitbv.ro/BU2014/Series%20VII/BULETIN%20VII/19_Nechita,%20Lozo,%20Candrea%202-2014.pdf)
- NECHITA, Florin, 2014, „The new concepts shaping the marketing communication strategies of museums”, în *Bulletin of the Transylvania University of Brașov, Series VII: Social Sciences and Law* ISSN 2066-7701 (Print), ISSN 2066-771X (CD-ROM), Vol. 7 (56), No. 1, pp. 270-278, [http://webbut.unitbv.ro/BU2013/2014/Series\\_VII/BULETIN%20VII%20PDF/29\\_NECHITA%20I-2014.pdf](http://webbut.unitbv.ro/BU2013/2014/Series_VII/BULETIN%20VII%20PDF/29_NECHITA%20I-2014.pdf)

<p><b>E. ARTICOLE/ STUDII PUBLICATE ÎN VOLUMELE UNOR MANIFESTĂRI ȘTIINȚIFICE INTERNAȚIONALE RECUNOSCUTE DIN ȚARĂ ȘI DIN STRĂINĂTATE</b></p>
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- BRICIU, Victor-Alexandru, NECHITA, Florin și BRICIU, Arabela, 2018, „Opportunities and Limitations of Online Place Branding Strategies in a Circular Economy Context” în *MIC 2018: Managing Global Diversities. Abstracts of the Joint International Conference*, Bled, Slovenia, 30 mai – 2 iunie, University of Primorska Press, Koper, Slovenia, p. 207, ISBN 978-961-7023-90-9, <http://www.hippocampus.si/ISBN/978-961-7023-90-9.pdf>

- GRĂJDIERU COMAN, Ecaterina, REZEANU, Cătălina Ionela, NECHITA, Florin, COMAN, Claudiu, 2018, „Modern tendencies in experiential marketing: museums using augmented reality (ar) to convert young audiences into ambassadors of local culture” în OMAZIC, Mislav Ante, ROSKA, Vlasta, GROBELNA, Aleksandra (ed.) 28th International Scientific Conference on Economic and Social Development, <https://search.proquest.com/docview/2058258071/fulltextPDF/C66E837834A84486PQ/1?accountid=7257>
- NECHITA, Florin., REZEANU, Cătălina Ionela, RUSU, Ionela Gianina, LUKACS, Csilla Sara, 2011, „Factors influencing consumer behaviour on the Romanian beer and dairy markets” în *International Conference on Business Excellence ICBE 2011*, Academy of Economic Science Bucharest, Transilvania University of Brasov, University of Akron, Ohio, published in Proceedings of the 6th International Conference on Business Excellence, ISBN 978-973-598-941-5, pp. 29-31
- NECHITA, Florin, RUSU, Ionela Gianina, 2009, „Brand strategies in Romanian FMCG industry”, la *International Conference on Business Excellence ICBE 2009*, Academy of Economic Science Bucharest, Transilvania University of Brasov, published in Proceedings of the 4th International Conference on Business Excellence, ISBN 978-973-1747-12-5, pp. 34-37

<b>F. PROIECTE DE CERCETARE-DEZVOLTARE PE BAZĂ DE CONTRACT/GRANT</b>
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Programul/ Proiectul	Funcția	Perioada
<i>Civic engagement of cultural and historical heritage in the urban and suburban environment – CultHera</i> (cod proiect: 2021-1-RO01-KA220-HED-000031987)	Membru echipă	2022-2024
<i>Establishment of Psychological Counseling Centers at Georgian HEIs for Students (E-PSY)</i> (cod proiect: 617980-EPP-1-2020-1-GE-EPPKA2-CBHE-SP)	Membru echipă	2021-2023
<i>Environmental education -OERs for Rural Citizens</i> (finanțat prin SEE Grants)	Membru echipă	2021-2023
RÉSEAU - <i>Résponsabilité et entrepreneuriat social entre équité, appropriation et utilité</i> , Programul AUF Dispositif de soutien au développement de l'entrepreneuriat social à l'université	Membru echipă	2021-2022
<i>E-entrepreneur</i> , Programul Erasmus+, 2019-2-DK01-KA205-060317, Coordonare proiect Danish Youth, valoare proiect 8323 euro	Director proiect partener UNITBV	2019-2021
<i>UniCulture</i> , Programul ERASMUS+, 2019-1-RO01-KA203-063400.	Membru echipă	2019 - 2021
<i>ACT – Active Telling, Active Learning</i> , Programul Europe for Citizens, 602013-CITIZ-1-2018-1-IT-CITIZ-REMEM	Membru echipă	2018-2020
<i>Habiter : apprentissages ordinaires et institutionnels de la citoyenneté (HAPCIT)</i> , beneficiar Universite Lyon 2, Franța.	Membru echipă	2017-2019
<i>Futur ICT 2.0 - Large scale experiments and simulations for the second generation of FuturICT</i> , coordonat de CNR/ISTC Italy și finanțat de FLAG-ERA Joint Transnational Call (JTC) 2016.	Membru echipă	2017-2019

<i>I was citizen of Stalin town</i> , Programul Europe for Citizens, 577229-CITIZ-1-2016-1-RO-CITIZ-REMEM, Coordonator: Muzeul Județean de Istorie Brașov	Membru echipă	2017
<i>Realitatea virtuală – soluție inovativă de promovare și conservare a patrimoniului istoric</i> , AFCN, Coordonator: Muzeul Casa Mureșenilor Brașov	Membru echipă	2017
<i>Transilvania Creative Camp</i> , beneficiar Consiliul local Târgu Lăpuș, valoare 14.210 lei. Publicații rezultate: o carte, 3 articole, și 9 conferințe internaționale.	Director proiect	2016
<i>Days of Clusters. 6th Balkan and Black Sea Conference, Brasov, 22-24 October 2015</i> , beneficiar Autoritatea Națională pentru Cercetare Științifică și Inovare, valoare 14.000 lei. Publicații rezultate: o carte.	Director proiect	2015
<i>Brandingul destinațiilor și tehnici neconvenționale de interpretare a patrimoniului</i> , contract nr. 3415/25.04.2014, beneficiar Consiliul Județean Brașov, valoare 90.000 lei. Publicații rezultate: 2 cărți, 2 articole, 7 conferințe internaționale și o conferință națională.	Director proiect	2014
<i>Tehnici neconvenționale de interpretare a patrimoniului cultural</i> , contract nr. 11021/29.10.2013, beneficiar Consiliul Județean Brașov, valoare 30.000 lei. Publicații rezultate: 2 cărți, un capitol în carte, un articol, o conferință internațională.	Director proiect	2013
<i>Școala de comunicare</i> , contract nr. 303/29.03.2013, beneficiar Consiliul Județean Brașov, valoare 30.000 lei. Publicații rezultate: 2 conferințe internaționale.	Director proiect	2013
<i>Școala de comunicare și Școala de PR 7-8 decembrie 2012</i> , contract 12049/21.11.2012, beneficiar Consiliul Județean Brașov, valoare 34.000 lei. Publicații rezultate: 2 conferințe internaționale.	Director proiect	2012

## G. PARTICIPĂRI LA SESIUNI ȘTIINȚIFICE

### Lucrări prezentate la conferințe internaționale organizate în străinătate

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