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Tip Criteriu	Criteriu / Descriere	Formula	Punctaj
I1	<b>Articole în reviste cotate ISI având un factor de impact <math>f &gt; 0,1</math></b>		
	titlu:Augmenting Museum Communication Services to Create Young Audiences revista:Sustainability issn:20711050 AnAparitie:2019 nrAutori:2 <a href="https://www.mdpi.com/2071-1050/11/20/5830/htm">https://www.mdpi.com/2071-1050/11/20/5830/htm</a>	$(2+4*[2.592])$ $*2/[2]$	12.368
	titlu:Framing Film-Induced Tourism into a Sustainable Perspective from Romania, Indonesia and Malaysia revista:Sustainability issn:20711050 AnAparitie:2020 nrAutori:4 <a href="https://www.mdpi.com/2071-1050/12/23/9910">https://www.mdpi.com/2071-1050/12/23/9910</a>	$(2+4*[2.576])$ $*2/[4]$	6.152
	titlu:Linking Positive Psychology and Intercultural Competence by Movies: Evidence From Brunei and Romania revista:Frontiers in Psychology issn:16641078 AnAparitie:2021 nrAutori:4 <a href="https://www.frontiersin.org/articles/10.3389/fpsyg.2021.750904/full">https://www.frontiersin.org/articles/10.3389/fpsyg.2021.750904/full</a>	$(2+4*[2.99])$ $*2/[4]$	6.98
	titlu:Looking for the Sustainability Messages of European Universities' Social Media Communication during the COVID-19 Pandemic revista:Sustainability issn:20711050 AnAparitie:2022 nrAutori:6 <a href="https://www.mdpi.com/2071-1050/14/3/1554">https://www.mdpi.com/2071-1050/14/3/1554</a>	$(2+4*[3.251])$ $*2/[6]$	5.001
		<b>TOTAL</b>	<b>30.501</b>
I2	<b>Articole în reviste cotate ISI cu factor de impact <math>f &lt; 0,1</math>, sau in reviste indexate in cel putin 3, respectiv 2 din bazele de date</b>		
	titlu:"Children of the Night" – Vampires in Literature, Film, and Folklore revista:Bulletin of the Transilvania University of Brasov. Series IV: Philology and Cultural Studies issn:20667698 AnAparitie:2021 nrAutori:4 CoefM:1.5 BDI1:CEEOL BDI2:EBSCO BDI3: <a href="http://webbut.unitbv.ro/index.php/Series_IV/article/view/947">http://webbut.unitbv.ro/index.php/Series_IV/article/view/947</a>	$(2*1.5/[4])$	0.75
	titlu:Sustainable Customer Digital Engagement Strategies for the Tourism Recovery Perspective revista:Bulletin of the Transilvania University of Brasov. Series V: Economic Sciences issn:20652194 AnAparitie:2021 nrAutori:4 CoefM:1.5 BDI1:EBSCO BDI2:ProQuest BDI3:ProQuest <a href="http://webbut.unitbv.ro/index.php/Series_V/article/view/331">http://webbut.unitbv.ro/index.php/Series_V/article/view/331</a>	$(2*1.5/[4])$	0.75
	titlu:URBAN CHANGES AND CITIZENS' ENGAGEMENT BY USING DIGITAL MEDIA revista:Bulletin of the Transilvania University of Braşov issn:20667701 AnAparitie:2019 nrAutori:1 CoefM:1.5 BDI1:EBSCO BDI2:CEEOL BDI3:ProQuest <a href="https://webbut.unitbv.ro/index.php/Series_VII/article/view/1322">https://webbut.unitbv.ro/index.php/Series_VII/article/view/1322</a>	$(2*1.5/[1])$	3
	titlu:Tourism and Public Policy revista:Bulletin of the Transilvania University of Brasov issn:20652208 AnAparitie:2019 nrAutori:3 CoefM:1.5 BDI1:EBSCO BDI2:ProQuest BDI3: <a href="https://webbut.unitbv.ro/index.php/Series_V/article/view/1224">https://webbut.unitbv.ro/index.php/Series_V/article/view/1224</a>	$(2*1.5/[3])$	1
	titlu:The new concepts shaping the marketing communication strategies of museums revista:Bulletin of the Transilvania University of Braşov, Series VII issn:20667701 AnAparitie:2014 nrAutori:1 CoefM:1.5 BDI1:EBSCO BDI2:CEEOL BDI3:ProQuest <a href="http://webbut2.unitbv.ro/BU2013/2014/Series_VII/BUIFTIN%20VII%20PDF/29_NECHITA%201-2014.pdf">http://webbut2.unitbv.ro/BU2013/2014/Series_VII/BUIFTIN%20VII%20PDF/29_NECHITA%201-2014.pdf</a>	$(2*1.5/[1])$	3

	titlu:National Parks's web-based communication with visitors. Evidence from Piatra Craiului National Park in Romania and Paklenica National Park in Croatia revista:Bulletin of the Transilvania University of Braşov, Series VII issn:20667701 AnAparitie:2014 nrAutori:3 CoefM:1.5 BDI1:EBSCO BDI2:CEEOL BDI3:ProQuest <a href="https://www.researchgate.net/publication/270105201_National_parks'_web-based_communication_with_visitors_evidence_from_piatra_craiului_national_park_in_romania_and_paklenica_national_park_in_Croati">https://www.researchgate.net/publication/270105201_National_parks'_web-based_communication_with_visitors_evidence_from_piatra_craiului_national_park_in_romania_and_paklenica_national_park_in_Croati</a>	(2*1.5/[3])	1
	titlu:Bidding for the European Capital of Culture: common strenghts and weaknesses at the pre-selection stage revista:Bulletin of the Transilvania University of Braşov, Series VII issn:20667701 AnAparitie:2015 nrAutori:1 CoefM:1.5 BDI1:EBSCO BDI2:CEEOL BDI3:ProQuest <a href="http://webbut2.unitbv.ro/Bulletin/Series%20VII/BULETIN%20I%20PDF/17_Nechita%20F.pdf">http://webbut2.unitbv.ro/Bulletin/Series%20VII/BULETIN%20I%20PDF/17_Nechita%20F.pdf</a>	(2*1.5/[1])	3
	titlu:Dynamic capabilities and B2B branding in industrial markets revista:Bulletin of the Transilvania University of Braşov, Series VII issn:20667701 AnAparitie:2015 nrAutori:2 CoefM:1.5 BDI1:EBSCO BDI2:CEEOL BDI3:ProQuest <a href="http://webbut2.unitbv.ro/BU2015/Series%20VII/BULETIN%20I/20_German%20Nechita.pdf">http://webbut2.unitbv.ro/BU2015/Series%20VII/BULETIN%20I/20_German%20Nechita.pdf</a>	(2*1.5/[2])	1.5
	titlu:Marketing the Count's way: how Dracula's myth can revive Romanian tourism revista:Bulletin of the Transilvania University of Braşov, Series V issn:20652194 AnAparitie:2016 nrAutori:4 CoefM:1.5 BDI1:EBSCO BDI2:ProQuest BDI3:DOJA <a href="http://webbut2.unitbv.ro/BU2015/Series%20V/2016/BULETIN%20I%20PDF/10_Candrea.pdf">http://webbut2.unitbv.ro/BU2015/Series%20V/2016/BULETIN%20I%20PDF/10_Candrea.pdf</a>	(2*1.5/[4])	0.75
	titlu:Multisensory Experiences of Italian Tourists in Rural Transylvania revista:Symphonia issn:00000000 AnAparitie:2016 nrAutori:2 CoefM:2 BDI1:EBSCO BDI2:ProQuest BDI3:REPEC <a href="https://symphonia.unicusano.it/index.php/sym/article/view/2016.2.08sandru.nechita">https://symphonia.unicusano.it/index.php/sym/article/view/2016.2.08sandru.nechita</a>	(2*2/[2])	2
	titlu:Tourism and the Sharing Economy. An Evidence from Airbnb Usage in Italy and Romania revista:Symphonia issn:00000000 AnAparitie:2017 nrAutori:2 CoefM:2 BDI1:EBSCO BDI2:ProQuest BDI3:REPEC <a href="https://symphonia.unicusano.it/index.php/sym/article/view/2017.3.04cesarani.nechita">https://symphonia.unicusano.it/index.php/sym/article/view/2017.3.04cesarani.nechita</a>	(2*2/[2])	2
	titlu:Valorizing intangible cultural heritage through community-based tourism in Lăpuş Land, Transylvania revista:Bulletin of the Transilvania University of Braşov, Series VII issn:20667701 AnAparitie:2018 nrAutori:4 CoefM:1.5 BDI1:EBSCO BDI2:ProQuest BDI3:CEEOL <a href="http://webbut2.unitbv.ro/BU2018/Series%20VII/2018/BULETIN%20I%20PDF/10%20Nechita.pdf">http://webbut2.unitbv.ro/BU2018/Series%20VII/2018/BULETIN%20I%20PDF/10%20Nechita.pdf</a>	(2*1.5/[4])	0.75
	<b>TOTAL</b>		<b>19.5</b>
I3	<b>Carti publicate ca unic autor</b>		
	titlu:C:Constructia de marca in industria berii si in industria laptelui>Editura Universitatii Transilvania din Brasov isbn:978-606-19-0035-0 CoefM:1 AnAparitie:2012 TotalNrPagini:300 <b>Listare în 6 baze de date Worldcat:</b> <a href="https://www.worldcat.org/title/1310201335">https://www.worldcat.org/title/1310201335</a> (Biblioteca Universităţii Transilvania din Braşov) <a href="https://www.worldcat.org/title/895392341">https://www.worldcat.org/title/895392341</a> (Biblioteca Centrală Universitară "Lucian Blaga", Cluj-Napoca + Biblioteca Centrală Universitară "Eugen Todoran" Timişoara + NUKAT, Union Catalog of Polish Research Libraries + Universitätsbibliothek J. C. Senckenberg, Zentralbibliothek (ZB) Frankfurt/Main) <a href="https://www.worldcat.org/title/1381291004">https://www.worldcat.org/title/1381291004</a> (Niedersächsische Staats- und Universitätsbibliothek Göttingen)	(10*[1])	10
	titlu:C:Comunicarea de marketing a muzeelor în era digitală editura:Presa Universitara Clujeana isbn:978-606-37-0950-0 CoefM:1 AnAparitie:2020 TotalNrPagini:229 <a href="http://www.editura.ubbcluj.ro/bd/ebooks/pdf/2820.pdf">http://www.editura.ubbcluj.ro/bd/ebooks/pdf/2820.pdf</a>	(10*[1])	10
	titlu:C:An introduction to museum marketing communication in the digital age editura:Presa Universitara Clujeana isbn:978-606-37-1540-2 CoefM:1.5 AnAparitie:2022 TotalNrPagini:164 <a href="http://www.editura.ubbcluj.ro/bd/ebooks/pdf/3320.pdf">http://www.editura.ubbcluj.ro/bd/ebooks/pdf/3320.pdf</a>	(10*[1.5])	15
	<b>TOTAL</b>		<b>35</b>

I4	<b>Carti publicate in calitate de coautor, avand n coautori</b>		
	titluC:Interactiunea dintre studenti si universitati in mediul online editura:C.H. Beck isbn:978-606-18-1155-7 CoefM:1 AnAparitie:2022 NrAutori:3 TotalNrPagini:190 <a href="https://www.beckshop.ro/interactiunea-dintre-studensi-si-universitati-in-mediul-online">https://www.beckshop.ro/interactiunea-dintre-studensi-si-universitati-in-mediul-online</a>	(6*[1]/[3])	2
	titluC:Promovarea ?i brandingul universită?ilor editura:C.H. Beck isbn:978-606-18-1003-1 CoefM:1 AnAparitie:2020 NrAutori:3 TotalNrPagini:132 <a href="https://www.beckshop.ro/promovarea-si-brandingul-universitatilor">https://www.beckshop.ro/promovarea-si-brandingul-universitatilor</a>	(6*[1]/[3])	2
	<b>TOTAL</b>		<b>4</b>
I5	<b>Carti coordonate, avand n coordonatori</b>		
	titluC:Studii de caz in branding : eseuri studentesti editura:Presa Universitara Clujeana isbn:978-606-37-1331-6 CoefM:1 AnAparitie:2021 NrAutori:1 TotalNrPagini:198 <a href="http://www.editura.ubbcluj.ro/bd/ebooks/pdf/3101.pdf">http://www.editura.ubbcluj.ro/bd/ebooks/pdf/3101.pdf</a>	(5*[1]/[1])	5
	titluC:"Children of the Night" International Dracula Conference editura:Presa Universitara Clujeana isbn:978-606-37-1121-3 CoefM:1.5 AnAparitie:2021 NrAutori:3 TotalNrPagini:150 <a href="http://www.editura.ubbcluj.ro/bd/ebooks/pdf/2910.pdf">http://www.editura.ubbcluj.ro/bd/ebooks/pdf/2910.pdf</a>	(5*[1.5]/[3])	2.5
	titluC:Tehnici promotionale : studii de caz editura:Presa Universitara Clujeana isbn:978-606-37-1368-2 CoefM:1 AnAparitie:2022 NrAutori:1 TotalNrPagini:207 <a href="http://www.editura.ubbcluj.ro/bd/ebooks/pdf/3112.pdf">http://www.editura.ubbcluj.ro/bd/ebooks/pdf/3112.pdf</a>	(5*[1]/[1])	5
	titluC:History. Memory. Orality An ACT Handbook Active Telling, Active Learning editura:Presa Universitara Clujeana isbn:978-606-37-0692-9 CoefM:1.5 AnAparitie:2019 NrAutori:4 TotalNrPagini:99 <a href="http://www.editura.ubbcluj.ro/bd/ebooks/pdf/2560.pdf">http://www.editura.ubbcluj.ro/bd/ebooks/pdf/2560.pdf</a>	(5*[1.5]/[4])	1.875
	titluC:Days of Clusters. Conference book. 6th Balkan and Black Sea Conference editura:Presa Universitara Clujeana isbn:ISBN 978-973-595-931-9 CoefM:1.5 AnAparitie:2015 NrAutori:1 TotalNrPagini:148 <a href="http://www.editura.ubbcluj.ro/bd/ebooks/pdf/1874.pdf">http://www.editura.ubbcluj.ro/bd/ebooks/pdf/1874.pdf</a>	(5*[1.5]/[1])	7.5
	titluC:Creative Destinations and Heritage Interpretation: The Story of Transilvania Creative Camp 2016 editura:Presa Universitara Clujeana isbn:ISBN 978-606-37-0144-3 CoefM:1.5 AnAparitie:2017 NrAutori:2 TotalNrPagini:175 <a href="http://www.editura.ubbcluj.ro/bd/ebooks/pdf/2044.pdf">http://www.editura.ubbcluj.ro/bd/ebooks/pdf/2044.pdf</a>	(5*[1.5]/[2])	3.75
	<b>TOTAL</b>		<b>25.625</b>
I6	<b>Studii/capitole, avand n autori, in volume colective (volume cu ISBN)</b>		
	titluC:Driving Tourism through Creative Destinations and Activities titluS:An exploratory study of Online Destination Images via User-Generated Content for Southeastern Rural Transylvania NrPagini:22 editura:IGI Global isbn:ISBN-978-152-25-2016-0 CoefM:2 AnAparitie:2017 NrAutori:2 TotalNrPagini:22 <a href="https://www.igi-global.com/chapter/an-exploratory-study-of-online-destination-images-via-user-generated-content-for-southeastern-rural-transylvania/174516">https://www.igi-global.com/chapter/an-exploratory-study-of-online-destination-images-via-user-generated-content-for-southeastern-rural-transylvania/174516</a>	(2*[2]/[2])	2
	titluC:Strategic Innovative Marketing and Tourism. Springer Proceedings in Business and Economics titluS:Strategic innovations in tourism enterprises through blockchain technology NrPagini:7 editura:Springer isbn:978-3-030-12453-3 CoefM:2 AnAparitie:2019 NrAutori:4 TotalNrPagini:7 <a href="https://doi.org/10.1007/978-3-030-12453-3_102">https://doi.org/10.1007/978-3-030-12453-3_102</a>	(2*[2]/[4])	1
titluC:Strategic Innovative Marketing and Tourism. Springer Proceedings in Business and Economics titluS:A Proposed Online Platform for Ranking Place Brands Identity Characteristics of Official Tourism Websites NrPagini:13 editura:Springer isbn:978-3-030-12453-3 CoefM:2 AnAparitie:2019 NrAutori:5 TotalNrPagini:8 <a href="https://doi.org/10.1007/978-3-030-12453-3_87">https://doi.org/10.1007/978-3-030-12453-3_87</a>	(2*[2]/[5])	0.8	

	titluC:Strategic Innovative Marketing and Tourism. Springer Proceedings in Business and Economics titluS:Projected Destination Images Versus Visitor-Generated Visual Content in Brasov, Transylvania NrPagini:10 editura:Springer isbn:978-3-030-12453-3 CoefM:2 AnAparitie:2019 NrAutori:5 TotalNrPagini:10 <a href="https://doi.org/10.1007/978-3-030-12453-3_70">https://doi.org/10.1007/978-3-030-12453-3_70</a>	(2*[2]/[5])	0.8
		<b>TOTAL</b>	<b>4.6</b>
18	<b>Lucrari publicate in volumele unor conferinte (cu ISSN) sau indexate in cel putin una dintre</b> titluA:Opportunities and Limitations of Online Place Branding Strategies in a Circular Economy Context conf:MIC 2018: Managing Global Diversities. Abstracts of the Joint International Conference isbn:978-961-7023-90-9 CoefM:2 AnAparitie:2018 NrAutori:3 TotalNrPagini:1 BDI1: <a href="http://www.hippocampus.si/ISBN/978-961-7023-90-9.pdf">http://www.hippocampus.si/ISBN/978-961-7023-90-9.pdf</a>	(1*[2]/[3])	0.666
	titluA:Brand Strategies in Romanian FMCG Industry conf:4th International Conference on Business Excellence isbn:978-973-1747-12-5 CoefM:1.5 AnAparitie:2009 NrAutori:2 TotalNrPagini:4 BDI1:ISI Web of Knowledge	(1*[1.5]/[2])	0.75
	titluA:Factors influencing consumer behaviour on the Romanian beer and dairy markets conf:6th International Conference on Business Excellence isbn:ISBN-978-973-598-941-5 CoefM:1.5 AnAparitie:2011 NrAutori:4 TotalNrPagini:5 BDI1:ISI Web of Knowledge <a href="https://www.webofscience.com/wos/woscc/full-record/WOS:000316637300008">https://www.webofscience.com/wos/woscc/full-record/WOS:000316637300008</a>	(1*[1.5]/[4])	0.375
	titluA:Modern tendencies in experiential marketing: museums using augmented reality (ar) to convert young audiences into ambassadors of local culture conf:28th International Scientific Conference on Economic and Social Development isbn:ISSN 1849-7535 CoefM:2 AnAparitie:2018 NrAutori:4 TotalNrPagini:10 BDI1:EBSCO <a href="https://search.proquest.com/openview/024d8a72f85ddd1c64d785ca2f6f67c3/1?pg-origsite=gscholar&amp;cbl=2033472">https://search.proquest.com/openview/024d8a72f85ddd1c64d785ca2f6f67c3/1?pg-origsite=gscholar&amp;cbl=2033472</a>	(1*[2]/[4])	0.5
		<b>TOTAL</b>	<b>2.291</b>
19	<b>Citari ale publicatiilor candidatului in articole publicate in reviste cotate ISI, in carti, capitole de carti sau volume ori reviste indexate</b> titlucitat:Tourism and the Sharing Economy. An Evidence from Airbnb Usage in Italy and Romania issncitat:15930319 isbncitat: titlu:Airbnb Offer in Spain-Spatial Analysis of the Pattern and Determinants of Its Distribution revista:ISPRS International Journal of Geo-Information issnciteaza:22209964 isbn: AnAparitie:2019 nrAutori:2 <a href="https://www.mdpi.com/2220-9964/8/3/155">https://www.mdpi.com/2220-9964/8/3/155</a>	((0.2+4*1.723)*2/2)	7.092
	titlucitat:An Exploratory Study of Online Destination Images via User-Generated Content for Southeastern Rural Transylvania issncitat: isbncitat:ISBN-978-152-25-2016-0 titlu:Evaluating How 'Smart' Bras, ov, Romania Can Be Virtually via a Mobile Application for Cultural Tourism revista:Sustainability issnciteaza:20711050 isbn: AnAparitie:2020 nrAutori:2 <a href="https://www.mdpi.com/2071-1050/12/13/5324">https://www.mdpi.com/2071-1050/12/13/5324</a>	((0.2+4*2.576)*2/2)	10.504
	titlucitat: The New Concepts Shaping the Marketing Communication Strategies of Museums issncitat:20667701 isbncitat: titlu:Audit of Museum Marketing Communication in the Modern Management Context revista:Sustainability issnciteaza:20711050 isbn: AnAparitie:2020 nrAutori:1 <a href="https://www.mdpi.com/2227-7072/8/3/39">https://www.mdpi.com/2227-7072/8/3/39</a>	((0.2+4*2.576)*2/1)	21.008
	titlucitat:Projected Destination Images Versus Visitor-Generated Visual Content in Brasov, Transylvania issncitat: isbncitat:978-3-030-12453-3 titlu:Evaluating How 'Smart' Bra?ov, Romania Can Be Virtually via a Mobile Application for Cultural Tourism revista:Sustainability issnciteaza:20711050 isbn: AnAparitie:2020 nrAutori:5 <a href="https://www.mdpi.com/2071-1050/12/13/5324">https://www.mdpi.com/2071-1050/12/13/5324</a>	((0.2+4*2.576)*2/5)	4.201
	titlucitat:Projected Destination Images Versus Visitor-Generated Visual Content in Brasov, Transylvania issncitat: isbncitat:978-3-030-12453-3 titlu:A Virtual Assistant for Natural Interactions in Museums revista:Sustainability issnciteaza:20711050 isbn: AnAparitie:2020 nrAutori:5 <a href="https://www.mdpi.com/2071-1050/12/17/6958">https://www.mdpi.com/2071-1050/12/17/6958</a>	((0.2+4*2.576)*2/5)	4.201

titlucitat:Minding the Gap Between Perceived and Projected Destination Image by Using Information and Communication Platforms and Software issncitat:24735345 isbncitat: titlu:Evaluating How 'Smart' Braşov, Romania Can Be Virtually via a Mobile Application for Cultural Tourism revista:Sustainability issnciteaza:20711050 isbn: AnAparitie:2020 nrAutori:4 <a href="https://www.mdpi.com/2071-1050/12/13/5324">https://www.mdpi.com/2071-1050/12/13/5324</a>	((0.2+4*2.576)*2/4)	5.252
titlucitat:A Proposed Online Platform for Ranking Place Brands Identity Characteristics of Official Tourism Websites issncitat: isbncitat:978-3-030-12453-3 titlu:Evaluating How 'Smart' Braşov, Romania Can Be Virtually via a Mobile Application for Cultural Tourism revista:Sustainability issnciteaza:20711050 isbn: AnAparitie:2020 nrAutori:5 <a href="https://www.mdpi.com/2071-1050/12/13/5324">https://www.mdpi.com/2071-1050/12/13/5324</a>	((0.2+4*2.576)*2/5)	4.201
titlucitat:A Proposed Online Platform for Ranking Place Brands Identity Characteristics of Official Tourism Websites issncitat: isbncitat:978-3-030-12453-3 titlu:Online Place Branding: Is Geography 'Destiny' in a 'Space of Flows' World? revista:Sustainability issnciteaza:20711050 isbn: AnAparitie:2020 nrAutori:5 <a href="https://www.mdpi.com/2071-1050/12/10/4073">https://www.mdpi.com/2071-1050/12/10/4073</a>	((0.2+4*2.576)*2/5)	4.201
titlucitat:Augmenting Museum Communication Services to Create Young Audiences issncitat:20711050 isbncitat: titlu:Online Place Branding: Is Geography 'Destiny' in a 'Space of Flows' World? revista:Sustainability issnciteaza:20711050 isbn: AnAparitie:2020 nrAutori:2 <a href="https://www.mdpi.com/2071-1050/12/10/4073">https://www.mdpi.com/2071-1050/12/10/4073</a>	((0.2+4*2.576)*2/2)	10.504
titlucitat:Projected Destination Images Versus Visitor-Generated Visual Content in Brasov, Transylvania issncitat: isbncitat:978-3-030-12453-3 titlu:Traveller-generated destination image: Analysing Flickr photos of 193 countries worldwide revista:International Journal of Tourism Research issnciteaza:15221970 isbn: AnAparitie:2020 nrAutori:5 <a href="https://onlinelibrary.wiley.com/doi/abs/10.1002/jtr.2415">https://onlinelibrary.wiley.com/doi/abs/10.1002/jtr.2415</a>	((0.2+4*2.585)*2/5)	4.216
titlucitat:Advertising and Heritage Interpretation issncitat: isbncitat:978-606-10-0470-9 titlu:Public-Private Partnerships For A Sustainable Tourism Development of Urban Destinations. The Case of Braşov, Romania revista:Transylvanian Review of Administrative Sciences issnciteaza:18422845 isbn: AnAparitie:2017 nrAutori:4 <a href="http://rtsa.ro/tras/index.php/tras/article/view/542">http://rtsa.ro/tras/index.php/tras/article/view/542</a>	((0.2+4*0.617)*2/4)	1.334
titlucitat:Tourism and the Sharing Economy. An Evidence from Airbnb Usage in Italy and Romania issncitat:00000000 isbncitat: titlu:Analysis of the evolution of the sharing economy towards sustainability. Trends and transformations of the concept revista:Journal of Cleaner Production issnciteaza:09596526 isbn: AnAparitie:2020 nrAutori:2 <a href="https://www.sciencedirect.com/science/article/pii/S0959652620352719">https://www.sciencedirect.com/science/article/pii/S0959652620352719</a>	((0.2+4*7.246)*2/2)	29.184
titlucitat:Tourism and the Sharing Economy. An Evidence from Airbnb Usage in Italy and Romania issncitat:00000000 isbncitat: titlu:Tourism innovation through relationship marketing and value co-creation: A study on peer-to-peer online platforms for sharing accommodation revista:Journal of Hospitality and Tourism Management issnciteaza:14476770 isbn: AnAparitie:2020 nrAutori:2 <a href="https://www.sciencedirect.com/science/article/pii/S1447677019300993">https://www.sciencedirect.com/science/article/pii/S1447677019300993</a>	((0.2+4*3.415)*2/2)	13.86
titlucitat:Tourism and the Sharing Economy. An Evidence from Airbnb Usage in Italy and Romania issncitat:00000000 isbncitat: titlu:What drives Generations Y and Z towards collaborative consumption adoption? Evidence from a post-communist environment revista:Kybernetes issnciteaza:0368492X isbn: AnAparitie:2020 nrAutori:2 <a href="https://www.emerald.com/insight/content/doi/10.1108/K-08-2019-0567/full/html">https://www.emerald.com/insight/content/doi/10.1108/K-08-2019-0567/full/html</a>	((0.2+4*1.754)*2/2)	7.216

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titlucitat:Strategic innovations in tourism enterprises through blockchain technology issncitat:21987246 isbncitat: titlu:Blockchain: Is it the future for the tourism and hospitality industry? revista:Tourism Economics issnciteaza:13548166 isbn: AnAparitie:2020 nrAutori:4 <a href="https://journals.sagepub.com/doi/full/10.1177/1354816620961707">https://journals.sagepub.com/doi/full/10.1177/1354816620961707</a>	((0.2+4*1.819)*2/4)	3.738
titlucitat:Bidding for the European Capital of Culture: Common Strengths and Weaknesses at the Pre-Selection Stage issncitat:20667701 isbncitat: titlu:Event and Sustainable Culture-Led Regeneration: Lessons from the 2008 European Capital of Culture, Liverpool revista:Sustainability issnciteaza:***** isbn: AnAparitie:2019 nrAutori:1 <a href="https://www.mdpi.com/2071-1050/11/7/1869">https://www.mdpi.com/2071-1050/11/7/1869</a>	((0.2+4*2.576)*2/1)	21.008
titlucitat:Bidding for the European Capital of Culture: Common Strengths and Weaknesses at the Pre-Selection Stage issncitat:20667701 isbncitat: titlu:Brăşov, City of Lost Candidacies. Case Study revista:Bulletin of the Transilvania University of Braşov issnciteaza:20667701 isbn: AnAparitie:2020 nrAutori:1 <a href="http://webbut.unitbv.ro/bulletin/Series%20VII/2020/CERSS/16-Oprica.pdf">http://webbut.unitbv.ro/bulletin/Series%20VII/2020/CERSS/16-Oprica.pdf</a>	((0.2+4*0)*2/1)	0.4
titlucitat:Minding the gap between perceived and projected destination image by using information and communication platforms and software issncitat:00000000 isbncitat: titlu:Model of User Data Analysis Complex for the Management of Diverse Web Projects during Crises revista:Applied Sciences issnciteaza:***** isbn: AnAparitie:2020 nrAutori:4 <a href="https://www.mdpi.com/2076-2417/10/21/4122">https://www.mdpi.com/2076-2417/10/21/4122</a>	((0.2+4*2.474)*2/4)	5.048
titlucitat:Tourism and Public Policy issncitat:20652194 isbncitat: titlu:Online Place Branding: Is Geography 'Destiny' in a 'Space of Flows' World? revista:Sustainability issnciteaza:***** isbn: AnAparitie:2020 nrAutori:3 <a href="https://www.mdpi.com/2071-1050/12/10/4073">https://www.mdpi.com/2071-1050/12/10/4073</a>	((0.2+4*2.576)*2/3)	7.002
titlucitat:Augmenting Museum Communication Services to Create Young Audiences issncitat:***** isbncitat: titlu:Evaluating How 'Smart' Braşov, Romania Can Be Virtually via a Mobile Application for Cultural Tourism revista:Sustainability issnciteaza:***** isbn: AnAparitie:2020 nrAutori:2 <a href="https://www.mdpi.com/2071-1050/12/13/5324">https://www.mdpi.com/2071-1050/12/13/5324</a>	((0.2+4*2.576)*2/2)	10.504
titlucitat:Modern tendencies in experiential marketing: museums using augmented reality to convert young audiences into ambassadors of local culture issncitat:00000000 isbncitat: titlu:Understanding open innovation in small and medium-sized museums and exhibition halls: An analysis model revista:International Journal of Contemporary Hospitality Management issnciteaza:09596119 isbn: AnAparitie:2019 <a href="https://www.emerald.com/insight/content/doi/10.1108/IJCHM-03-2018-0260/full/html">https://www.emerald.com/insight/content/doi/10.1108/IJCHM-03-2018-0260/full/html</a>	((0.2+4*5.667)*2/4)	11.434
titlucitat:URBAN CHANGES AND CITIZENS' ENGAGEMENT BY USING DIGITAL MEDIA issncitat:20667701 isbncitat: titlu:CONCEPT VARIATIONS ON DESTINATION, PLACE AND NATION MARKETING AND BRANDING revista:Bulletin of the Transilvania University of Braşov issnciteaza:20667701 isbn: AnAparitie:2019 nrAutori:1 <a href="http://webbut.unitbv.ro/Bulletin/Series%20VII/2019/BULETIN%20I/28_Briciu-Briciu_BUT%202-2019.pdf">http://webbut.unitbv.ro/Bulletin/Series%20VII/2019/BULETIN%20I/28_Briciu-Briciu_BUT%202-2019.pdf</a>	((0.2+4*0)*2/1)	0.4
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titlucitat:The New Concepts Shaping the Marketing Communication Strategies of Museums issncitat:20667701 titlu:Valorizing Heritage and Cultural Identity from Land of Barsa through Cultural Tourism revista:Journal of Environmental Management & Tourism issnciteaza:12161221 isbn: AnAparitie:2017 nrAutori:1 <a href="https://search.proquest.com/docview/2002004973?pq-origsite=gscholar">https://search.proquest.com/docview/2002004973?pq-origsite=gscholar</a>	((0.2+4*0)*2/1)	0.4
titlucitat:The New Concepts Shaping the Marketing Communication Strategies of Museums issncitat:20667701 titlu:Museum Marketing and Disability Access revista:International Journal of Business Management and Commerce issnciteaza:25199056 isbn:ISBN-978-152-25-2016-0 AnAparitie:2017 nrAutori:1 <a href="http://www.ijbmcnet.com/images/Vol2No4/1.pdf">http://www.ijbmcnet.com/images/Vol2No4/1.pdf</a>	((0.2+4*0)*2/1)	0.4
titlucitat:Dynamic Capabilities and B2B branding in industrial markets issncitat:20667701 titlu:MEASURING INTERNAL BRAND EQUITY IN B2B SERVICE INDUSTRIES IN IRAN revista:European Journal of Management Studies issnciteaza:21834172 isbn: AnAparitie:2018 nrAutori:2 <a href="https://ejms.iseg.ulisboa.pt/files/3_EJMSVol23Issue1.2018_MeasuringInternalBrandEquityinIran.pdf">https://ejms.iseg.ulisboa.pt/files/3_EJMSVol23Issue1.2018_MeasuringInternalBrandEquityinIran.pdf</a>	((0.2+4*0)*2/2)	0.2
titlucitat:Dynamic Capabilities and B2B branding in industrial markets issncitat:20667701 titlu:Competitiveness and strategic flexibility through real options revista:Bulletin of the Transilvania University of Braşov, Series V issnciteaza:20652194 isbn: AnAparitie:2016 nrAutori:2 <a href="http://webbut.unitbv.ro/BU2016/Series%20V/BULETIN%20I/38_Suciu.pdf">http://webbut.unitbv.ro/BU2016/Series%20V/BULETIN%20I/38_Suciu.pdf</a>	((0.2+4*0)*2/2)	0.2
titlucitat:Dynamic Capabilities and B2B branding in industrial markets issncitat:20667701 titlu:Knowledge management challenges: The case of SMEs in a competitive business environment revista:Proceedings of the 9th International Conference for Entrepreneurship, Innovation and Regional Development issnciteaza: isbn:ISBN 978-973-711-551-5 AnAparitie:2016 nrAutori:2 <a href="https://www.researchgate.net/profile/Alexandra_Zbucea/publication/305588415_Responsible_Entrepreneurship_Vision_Development_and_Ethics/links/5794777508aed51475cbe384.pdf#page=92">https://www.researchgate.net/profile/Alexandra_Zbucea/publication/305588415_Responsible_Entrepreneurship_Vision_Development_and_Ethics/links/5794777508aed51475cbe384.pdf#page=92</a>	((0.2+4*0)*2/2)	0.2
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titlucitat:Bidding for the European Capital of Culture: Common Strengths and Weaknesses at the preselection stage issncitat:20667701 titlu:Apropos Prohlis: A participatory art project in the Run-Up to Dresden as the European Capital of Culture 2025 revista:Participations: Journal of Audience and Reception Studies issnciteaza:17498716 isbn: AnAparitie:2018 nrAutori:1 <a href="http://www.participations.org/Volume%2015/Issue%202/contents.htm">http://www.participations.org/Volume%2015/Issue%202/contents.htm</a>	((0.2+4*0)*2/1)	0.4
titlucitat:Bidding for the European Capital of Culture: Common Strengths and Weaknesses at the Pre-selection Stage issncitat:20667701 titlu:Sustainability and Sustainability Marketing in Competing for the Title of European Capital of Culture revista:Organizacija issnciteaza:15811832 isbn: AnAparitie:2018 nrAutori:1 <a href="https://www.degruyter.com/downloadpdf/j/orga.2018.51.issue-1/orga-2018-0005/orga-2018-0005.pdf">https://www.degruyter.com/downloadpdf/j/orga.2018.51.issue-1/orga-2018-0005/orga-2018-0005.pdf</a>	((0.2+4*0)*2/1)	0.4

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titlucitat:Creative Destinations and Heritage Interpretation: The Story of Transilvania Creative Camp 2016 issncitat:00000000 isbn: titlu:Public-Private Partnerships For A Sustainable Tourism Development of Urban Destinations. The Case of Braşov, Romania revista:Transylvanian Review of Administrative Sciences issnciteaza:18422845 isbn: AnAparitie:2017 nrAutori:2 <a href="http://rtsa.ro/tras/index.php/tras/article/view/54?">http://rtsa.ro/tras/index.php/tras/article/view/54?</a>	((0.2+4*0.617)*2/2)	2.668
titlucitat:An Exploratory Study of Online Destination Images via User-Generated Content for Southeastern Rural Transylvania issncitat:00000000 titlu:Photographs in tourism research: Prejudice, power, performance and participant-generated images revista:Tourism Management issnciteaza:02615177 isbn: AnAparitie:2018 nrAutori:2 <a href="https://www.sciencedirect.com/science/article/pii/S0261517718301924">https://www.sciencedirect.com/science/article/pii/S0261517718301924</a>	((0.2+4*5.921)*2/2)	23.884
titlucitat:Tourism and the sharing economy. An evidence from Airbnb usage in Italy and Romania issncitat:15930319 isbn: titlu:DISENTANGLING THE GEOGRAPHICAL LOGIC OF AIRBNB IN SWITZERLAND revista:ERDKUNDE issnciteaza:00140015 isbn: AnAparitie:2019 nrAutori:2 <a href="https://www.jstor.org/stable/26868124#metadata_info_tab_contents">https://www.jstor.org/stable/26868124#metadata_info_tab_contents</a>	((0.2+4*1.139)*2/2)	4.756
titlucitat:Tourism and the sharing economy. An evidence from Airbnb usage in Italy and Romania issncitat:15930319 isbn: titlu:Sharing cities and citizens sharing: Perceptions and practices in Milan revista:Cities issnciteaza:02642751 isbn: AnAparitie:2020 nrAutori:2 <a href="https://www.sciencedirect.com/science/article/pii/S026427511930318X">https://www.sciencedirect.com/science/article/pii/S026427511930318X</a>	((0.2+4*6.075)*2/2)	24.5
titlucitat:Tourism and the sharing economy. An evidence from Airbnb usage in Italy and Romania issncitat:15930319 isbn: titlu:Using mobile data to evaluate unobserved tourist overnight stays revista:Tourism Management issnciteaza:02615177 isbn: AnAparitie:2022 nrAutori:2 <a href="https://www.sciencedirect.com/science/article/abs/pii/S0261517721001722">https://www.sciencedirect.com/science/article/abs/pii/S0261517721001722</a>	((0.2+4*12.879)*2/2)	51.716
titlucitat:Tourism and the sharing economy. An evidence from Airbnb usage in Italy and Romania issncitat:15930319 isbn: titlu:Tourist guides and free tours: a controversial relationship revista:Tourist Studies issnciteaza:14687976 isbn: AnAparitie:2021 nrAutori:2 <a href="https://journals.sagepub.com/doi/abs/10.1177/14687976211016073">https://journals.sagepub.com/doi/abs/10.1177/14687976211016073</a>	((0.2+4*2.759)*2/2)	11.236
titlucitat:Tourism and the sharing economy. An evidence from Airbnb usage in Italy and Romania issncitat:15930319 isbn: titlu:Innovations driven sharing economy in the context of tourism business revista:University Economic Bulletin issnciteaza:2306546X isbn: AnAparitie:2020 nrAutori:2 <a href="https://economic-bulletin.com/index.php/journal/article/view/653">https://economic-bulletin.com/index.php/journal/article/view/653</a>	((0.2+4*0)*2/2)	0.2
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titlucitat:Tourism and the sharing economy. An evidence from Airbnb usage in Italy and Romania issncitat:15930319 isbncitat: titlu:Technology and Overtourism: A Paradoxical Perspective revista: Overtourism, Technology Solutions and Decimated Destinations issnciteaza: isbn:978-981-16-2474-2 AnAparitie:2021 nrAutori:2 <a href="https://link.springer.com/chapter/10.1007/978-981-16-2474-2_20">https://link.springer.com/chapter/10.1007/978-981-16-2474-2_20</a>	$((0.2+4*0)^*2/2)$	0.2
titlucitat:Tourism and the sharing economy. An evidence from Airbnb usage in Italy and Romania issncitat:15930319 isbncitat: titlu:THE USE OF THE COLLABORATIVE ECONOMY IN THE EU: SENIOR CITIZENS PERSPECTIVE revista:Aging Society - Rethinking and Redesigning Retirement issnciteaza: isbn:978-953-253-163-3 AnAparitie:2020 nrAutori:2 <a href="https://www.ceeol.com/search/chapter-detail?id=873855">https://www.ceeol.com/search/chapter-detail?id=873855</a>	$((0.2+4*0)^*2/2)$	0.2
titlucitat:Strategic Innovations in Tourism Enterprises Through Blockchain Technology issncitat: isbncitat:978-3-030-12453-3 titlu:Technology assessment: Enabling Blockchain in hospitality and tourism sectors revista:Technological Forecasting and Social Change issnciteaza:00401625 isbn: AnAparitie:2021 nrAutori:4 <a href="https://www.sciencedirect.com/science/article/pii/S0040162521002420">https://www.sciencedirect.com/science/article/pii/S0040162521002420</a>	$((0.2+4*10.884)^*2/4)$	21.868
titlucitat:Strategic Innovations in Tourism Enterprises Through Blockchain Technology issncitat: isbncitat:978-3-030-12453-3 titlu:Blockchain: Is it the future for the tourism and hospitality industry? revista:Tourism Economics issnciteaza:13548166 isbn: AnAparitie:2022 nrAutori:4 <a href="https://journals.sagepub.com/doi/abs/10.1177/1354816620961707">https://journals.sagepub.com/doi/abs/10.1177/1354816620961707</a>	$((0.2+4*4.582)^*2/4)$	9.264
titlucitat:Strategic Innovations in Tourism Enterprises Through Blockchain Technology issncitat: isbncitat:978-3-030-12453-3 titlu:Smart contracts in tourism industry: a model with blockchain integration for post pandemic economy revista:Current Issues in Tourism issnciteaza:13683500 isbn: AnAparitie:2021 nrAutori:4 <a href="https://www.tandfonline.com/doi/abs/10.1080/13683500.2021.1960280">https://www.tandfonline.com/doi/abs/10.1080/13683500.2021.1960280</a>	$((0.2+4*7.578)^*2/4)$	15.256
titlucitat:Strategic Innovations in Tourism Enterprises Through Blockchain Technology issncitat: isbncitat:978-3-030-12453-3 titlu:Establishing a blockchain online travel agency with a human-computer interaction perspective revista:Journal of Hospitality and Tourism Technology issnciteaza:17579880 isbn: AnAparitie:2022 nrAutori:4 <a href="https://www.emerald.com/insight/content/doi/10.1108/JHTT-01-2021-0038/full/html">https://www.emerald.com/insight/content/doi/10.1108/JHTT-01-2021-0038/full/html</a>	$((0.2+4*5.576)^*2/4)$	11.252
titlucitat:THE NEW CONCEPTS SHAPING THE MARKETING COMMUNICATION STRATEGIES OF MUSEUMS issncitat:20667701 isbncitat: titlu:Potential of Marketing Communication as a Sustainability Tool in the Context of Castle Museums revista:Sustainability issnciteaza:20711050 isbn: AnAparitie:2021 nrAutori:1 <a href="https://www.mdpi.com/2071-1050/13/15/8191">https://www.mdpi.com/2071-1050/13/15/8191</a>	$((0.2+4*3.889)^*2/1)$	31.512
titlucitat:THE NEW CONCEPTS SHAPING THE MARKETING COMMUNICATION STRATEGIES OF MUSEUMS issncitat:20667701 isbncitat: titlu:The Influence of Design Aesthetics on Consumers' Purchase Intention Toward Cultural and Creative Products: Evidence From the Palace Museum in China revista:Frontiers in Psychology issnciteaza:16641078 isbn: AnAparitie:2022 nrAutori:1 <a href="https://www.ncbi.nlm.nih.gov/pmc/articles/PMC9284263/">https://www.ncbi.nlm.nih.gov/pmc/articles/PMC9284263/</a>	$((0.2+4*4.232)^*2/1)$	34.256
titlucitat:Projected Destination Images Versus Visitor-Generated Visual Content in Brasov, Transylvania issncitat: isbncitat:978-3-030- 12453-3 titlu:Virtual Immersive Platforms as a Strategic Innovative Destination Marketing Tool in the COVID-19 Era revista:Sustainability issnciteaza:20711050 isbn: AnAparitie:2022 nrAutori:5 <a href="https://www.mdpi.com/2071-1050/14/19/12867">https://www.mdpi.com/2071-1050/14/19/12867</a>	$((0.2+4*3.889)^*2/5)$	6.302

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titlucitat:Framing Film-Induced Tourism into a Sustainable Perspective from Romania, Indonesia and Malaysia issncitat:20711050 isbn: AnAparitie:2021 nrAutori:4 <a href="https://www.mdpi.com/2071-1050/13/14/7610">https://www.mdpi.com/2071-1050/13/14/7610</a>	((0.2+4*3.889)*2/4)	7.878
titlucitat:Framing Film-Induced Tourism into a Sustainable Perspective from Romania, Indonesia and Malaysia issncitat:20711050 isbn: AnAparitie:2022 nrAutori:4 <a href="https://www.mdpi.com/2079-9292/11/15/2317">https://www.mdpi.com/2079-9292/11/15/2317</a>	((0.2+4*2.69)*2/4)	5.48
titlucitat:Minding the gap between perceived and projected destination image by using information and communication platforms and software issncitat:24735345 isbn: AnAparitie:2022 nrAutori:4 <a href="https://www.mdpi.com/2071-1050/14/5/3073">https://www.mdpi.com/2071-1050/14/5/3073</a>	((0.2+4*3.889)*2/4)	7.878
titlucitat:Augmenting Museum Communication Services to Create Young Audiences issncitat:20711050 isbn: AnAparitie:2022 nrAutori:2 <a href="https://www.sciencedirect.com/science/article/pii/S0148296322005677">https://www.sciencedirect.com/science/article/pii/S0148296322005677</a>	((0.2+4*10.969)*2/2)	44.076
titlucitat:Augmenting Museum Communication Services to Create Young Audiences issncitat:20711050 isbn: AnAparitie:2022 nrAutori:2 <a href="https://www.sciencedirect.com/science/article/pii/S1747938X22000239">https://www.sciencedirect.com/science/article/pii/S1747938X22000239</a>	((0.2+4*10.207)*2/2)	41.028
titlucitat:Augmenting Museum Communication Services to Create Young Audiences issncitat:20711050 isbn: AnAparitie:2022 nrAutori:2 <a href="https://www.tandfonline.com/doi/abs/10.1080/10598650.2022.2076777">https://www.tandfonline.com/doi/abs/10.1080/10598650.2022.2076777</a>	((0.2+4*0)*2/2)	0.2
titlucitat:Marketing the Count's way: how Dracula's myth can revive Romanian tourism issncitat:20667701 isbn: AnAparitie:2021 nrAutori:4 <a href="https://www.tandfonline.com/doi/abs/10.1080/10304312.2021.1936830">https://www.tandfonline.com/doi/abs/10.1080/10304312.2021.1936830</a>	((0.2+4*2.139)*2/4)	4.378
titlucitat:Dynamic capabilities and B2B branding in industrial markets issncitat:20667701 isbn: AnAparitie:2021 nrAutori:2 <a href="https://www.sciencedirect.com/science/article/pii/S1361920921002364">https://www.sciencedirect.com/science/article/pii/S1361920921002364</a>	((0.2+4*7.041)*2/2)	28.364
titlucitat:Bidding for the European Capital of Culture: Common Strengths and Weaknesses at the Pre-selection Stage issncitat:20667701 isbn: AnAparitie:2020 nrAutori:1 <a href="https://www.proquest.com/docview/2622451395?pq-origsite=scholar&amp;fromopenview=true">https://www.proquest.com/docview/2622451395?pq-origsite=scholar&amp;fromopenview=true</a>	((0.2+4*0)*2/1)	0.4

	titlucitat:URBAN CHANGES AND CITIZENS' ENGAGEMENT BY USING DIGITAL MEDIA issncitat:20667701 isbncitat: titlu:A voice-assisted intelligent software architecture based on deep game network revista: International Journal of Speech Technology issnciteaza:15728110 isbn: AnAparitie:2022 nrAutori:1 <a href="https://link.springer.com/article/10.1007/s10772-021-09826-y">https://link.springer.com/article/10.1007/s10772-021-09826-y</a>	((0.2+4*0)*2/1)	0.4
	titlucitat:URBAN CHANGES AND CITIZENS' ENGAGEMENT BY USING DIGITAL MEDIA issncitat:20667701 isbncitat: titlu:ICT for the Free Flow of Information in Cities: Combatting the Digital Divide and Promoting Information Exchange in Digital Economy revista:ICT, Cities, and Reaching Positive Peace issnciteaza: isbn:978-981-19-3166-6 AnAparitie:2022 nrAutori:1 <a href="https://link.springer.com/chapter/10.1007/978-981-19-3167-3_5">https://link.springer.com/chapter/10.1007/978-981-19-3167-3_5</a>	((0.2+4*0)*2/1)	0.4
		<b>TOTAL</b>	<b>612.566</b>
I11	<b>Editor al unei reviste editate in tara care este indexata ISI sau indexata de o baza de date internationala recunoscuta ; membru in denumire revista:BULLETIN OF THE TRANSILVANIA UNIVERSITY OF BRASOV - seria VII issn:20667701 CoefM:2 AnAparitie:2013</b>	2	2
		<b>TOTAL</b>	<b>2</b>
I14	<b>Coordonarea unui proiect de cercetare finantat cu cel putin 50.000 lei de o entitate din tara</b>		
	titlu:Brandinqul destinatiilor si tehnici neconventionale de interpretare a patrimoniului perioada:20142014 nrctr:3415/2014	5	5
		<b>TOTAL</b>	<b>5</b>
I15	<b>Profesor visiting la o universitate de prestigiu din strainatate (titular de curs finalizat prin evaluarea studentilor); Profesor/cercetator institutie gazda:Meisei University Tokyo perioada:18.09-17.10.2016 CoefM:5 AnAparitie:2016</b>	[5]	5
		<b>TOTAL</b>	<b>5</b>
I16	<b>Lucrari prezentate la conferinte internationale organizate in strainatate</b>		
	titluCc:The candidacy for the European Capital of Culture title: an opportunity for destination branding or for social engagement?	(1)	1
	titluCc:European Capital of Culture: urban space regeneration and new cultural identity denumireconf:CCCS Conference 2015	(1)	1
	titluCc:Valorizing intangible cultural heritage through experiential tourism: a Romanian case study denumireconf:5th International	(1)	1
	titluCc:Extracurricular project-based learning in communication studies at Transilvania University of Brasov, Romania	(1)	1
	titluCc:Bridging Cities from Central and Eastern Europe to Appropriate Collective Memory and Reconfigure Identity denumireconf:II.	(1)	1
	titluCc:Using Collaborative Project-Based Learning to Promote Tourism Destinations in Transylvania denumireconf:II. EAST-WEST	(1)	1
	titluCc:Valorizing intangible cultural heritage through community-based tourism in Lăpu? Land, Transylvania	(1)	1
	titluCc:The role of collective memory in reconfiguring identity denumireconf:INTERPRET EUROPE's Conference 2018	(1)	1
	titluCc:Nurturing global competency through real world projects denumireconf:The 76th National Convention of Japan Business	(1)	1
	titluCc:How visual narratives influence the projected image of a tourist destination. A Japanese focus on Transylvania	(1)	1
	titluCc:Beyond Dracula Tourism in Transylvania: The Case of Rural Lapus Land denumireconf:Transylvanian Society of Dracula –	(1)	1
	titluCc:Corporate Social Responsibility and Market Orientation – Exploring New Avenues For Future Research denumireconf:5th	(1)	1
	titluCc:Modern tendencies in experiential marketing: museums using augmented reality (ar) to convert young audiences into	(1)	1
	titluCc:Communication Studies (Re) Count on PBL denumireconf:IV UNIS International Congress locatieconf:Varqinha, Brazilia	(1)	1
	titluCc:Post-socialist city brands: from industrial cities to creative cities and the cognitive dissonance in between denumireconf:7th	(1)	1
	titluCc:Virtual Space, Web 1.0 and Web 2.0 from a Sociological Perspective on McDonaldisation of Society and Education	(1)	1
	titluCc:Opportunities and Limitations of Online Place Branding Strategies in a Circular Economy Context denumireconf:MIC2018	(1)	1
	titluCc:Intercultural dialogue between Japanese tourists and Romanian local communities in Lăpu? Land, Transylvania	(1)	1
	titluCc:Interpreting Recent Past Becomes a Cohesive Strategy for Central and Eastern European cities denumireconf:The Social	(1)	1
	titluCc:Projected Destination Images Versus Visitor-Generated Visual Content in Brasov, Transylvania denumireconf:International	(1)	1
	titluCc:A Proposed Online Platform for Ranking Place Brands Identity Characteristics of Official Tourism Websites	(1)	1
	titluCc:Strategic innovations in tourism enterprises through blockchain technology denumireconf:International Conference on	(1)	1
	titluCc:Academic projects for enhancement of intangible cultural heritage valorization through community-based tourism in Făgăra?	(1)	1

	titluCc:Content Analysis Made Simple For Students. An Interactive Online Application Solution denumireconf:XVth International	(1)	1
	titluCc:The Role of Storytelling: What Should a Transylvanian Destination Count On? denumireconf:Interpret Europe's Conference	(1)	1
	titluCc:Mind monitoring system (MIMOSYS) for mental and wellbeing of young students denumireconf:X Simpósio Nacional de	(1)	1
	titluCc:The 3es of augmented museum's communications with young audiences denumireconf:IV.EAST-WEST COHESION	(1)	1
	titluCc:Brand communication during COVID-19 crisis denumireconf:U.EXPERIENCE – Circuito experience webinars	(1)	1
	titluCc:Historic Personal Interpretation in an Urban Outdoor Setting. A Case Study from Brasov, Romania denumireconf:Interpret	(1)	1
	titluCc:Museum Marketing Communication in the Digital Age denumireconf:VI UNIS International Congress locatieconf:Varqinha,	(1)	1
		<b>TOTAL</b>	<b>30</b>
117	<b>Lucrari prezentate la conferinte internationale organizate in tara</b>		
	titluCc:Students attitudes toward cultural heritage denumireconf:The 11th Edition of the International Colloquium of Social Sciences	(0.5)	0.5
	titluCc:Elders and Children Engagement in Urban Awareness Projects denumireconf:Colocviul International de Stiinte Sociale si ale	(0.5)	0.5
	titluCc:A Comparative Study of Film-Induced Tourism and Cultural Promotion in Romania, Malaysia, Indonesia and Brunei	(0.5)	0.5
	titluCc:Post-socialist city of Braşov: from Stalin to malls experienced by children and elders denumireconf:TENDINŢE ALE	(0.5)	0.5
	titluCc:Brand strategies in Romanian FMCG industry denumireconf:International Conference on Business Excellence ICBE 2009	(0.5)	0.5
	titluCc:Procesele de decizie ale consumatorilor pe piaţa bunurilor de larg consum denumireconf:Colocviul International de Stiinte	(0.5)	0.5
	titluCc:Franchise in Romania denumireconf:33rd American Romanian Academy, Modernism and Progress in Arts and Science	(0.5)	0.5
	titluCc:Factors influencing consumer behaviour on the Romanian beer and dairy markets denumireconf:International Conference on	(0.5)	0.5
	titluCc:Using archetypes in advertising and branding denumireconf:International Colloquium on Social Sciences ACUM 2013	(0.5)	0.5
	titluCc:Brand communication strategy: the finest ingredient of the Romanian beer denumireconf:3rd North and East European	(0.5)	0.5
	titluCc:The European Capital of Culture project and its role in culture-led urban regeneration denumireconf:Days of Clusters 2015,	(0.5)	0.5
	titluCc:Experiencing the intangible heritage of Faşaras Land at Leo AdCamp Summer School denumireconf:International Colloquium	(0.5)	0.5
	titluCc:The influence of dynamic capabilities on B2B branding in industry sector denumireconf:International Colloquium on Social	(0.5)	0.5
	titluCc:Digital Media and Digital Marketing studies at European Universities denumireconf:International Colloquium on Social	(0.5)	0.5
	titluCc:Beyond formal marketing and business communication education:project-based learning at Transilvania University of Braşov	(0.5)	0.5
	titluCc:The marketing effects of introducing VR stimuli to enhance the visiting experience of history museums	(0.5)	0.5
	titluCc:Impactul Festivalului National al Berii asupra comunităţii denumireconf:SIMPEC 98. International Symposium on Economic	(0.5)	0.5
	titluCc:Piaţa bunurilor simbolice denumireconf:SIMPEC 2000. International Symposium on Economic Sciences locatieconf:Brasov	(0.5)	0.5
	titluCc:O radiografie a discursului publicitar denumireconf:SIMPEC 2000. International Symposium on Economic Sciences	(0.5)	0.5
	titluCc:Piaţa berii din România denumireconf:International Symposium on Economic Sciences. SIMPEC 2002 locatieconf:Brasov	(0.5)	0.5
	titluCc:La construction d'une strategie de marque denumireconf:International Symposium on Economic Sciences. SIMPEC 2004	(0.5)	0.5
	titluCc:The voting behavior – sociological approach and marketing approach denumireconf:SIMPEC 2006. 6th Biennial International	(0.5)	0.5
	titluCc:The consumer of postmodern ages denumireconf:International Conference on Business Excellence ICBE 2007	(0.5)	0.5
	titluCc:Rolul noilor mijloace de promovare în constructia mărcilor denumireconf:International Colloquium on Social Sciences ACUM	(0.5)	0.5
		<b>TOTAL</b>	<b>12</b>
119.1	<b>Initierea de programe universitare / Introducerea de cursuri noi</b>		
	denumireprogramnou:Media digitala facultate:Facultatea de Sociologie si Comunicare AnAparitie:2016 perioada:2018 CoefM:2	(2)	2
	denumireprogramnou:Marketing facultate:Facultatea de Sociologie si Comunicare AnAparitie:2007 perioada:2007prez CoefM:0.5	(0.5)	0.5
	denumireprogramnou:Mijloace de promovare facultate:Facultatea de Sociologie si Comunicare AnAparitie:2007 perioada:2007prez	(0.5)	0.5
	denumireprogramnou:Creatie si productie publicitara facultate:Facultatea de Sociologie si Comunicare AnAparitie:2007	(0.5)	0.5
	denumireprogramnou:Marketing social facultate:Facultatea de Sociologie si Comunicare AnAparitie:2013 perioada:2016prez	(0.5)	0.5
	denumireprogramnou:Constructia de marca facultate:Facultatea de Sociologie si Comunicare AnAparitie:2007 perioada:2012prez	(0.5)	0.5
	denumireprogramnou:Tehnici promotionale facultate:Facultatea de Sociologie si Comunicare AnAparitie:2007 perioada:2007	(0.5)	0.5
	denumireprogramnou:Branding digital facultate:Facultatea de Sociologie si comunicare AnAparitie:2020 perioada:2019 CoefM:0.5	(0.5)	0.5

		<b>TOTAL</b>	<b>5.5</b>
119.2	<b>Publicare cursuri pentru studenti</b>		
	denumireprogramnou:Miiloace de promovare: note de curs, aplicatii, studii de caz nrAutori:2 CoefM:1 AnAparitie:2013	(1/2)	0.5
	denumireprogramnou:Advertising and Heritage Interpretation nrAutori:4 CoefM:1.5 AnAparitie:2014	(1.5/4)	0.375
	denumireprogramnou:Rebranding Brasov nrAutori:2 CoefM:1.5 AnAparitie:2014	(1.5/2)	0.75
	denumireprogramnou:Interpretarea ?i promovarea patrimoniului cultural din muzee nrAutori:2 CoefM:1 AnAparitie:2015	(1/2)	0.5
	<b>TOTAL</b>		<b>2.125</b>
120	<b>Membru al unei echipe de cercetare care implementeaza un proiect finantat pe baza de competitie in valoare de cel putin</b>		
	titlu:Large scale experiments and simulations for the second generation of FuturICT perioada:20172020 nrctr:11/2017	1	1
	titlu:Cre?terea capacită?ii de integrare pe pia?a muncii a studen?ilor ?i absolven?ilor prin consiliere ?i plasamente practice	1	1
	<b>TOTAL</b>		<b>2</b>
123	<b>Participarea in colectivele de elaborare sau implementare a granturilor sau a proiectelor de dezvoltare institutionala, sociala si</b>		
	titlu:I was citizen of Stalin town perioada:20172017 nrctr:577229-CITIZ-1-2016-1-RO-CITIZ-REMEM finantator:EU - Europe for	1	1
	titlu:Realitatea virtuală – solu?ie inovatoare de protejare ?i promovare a patrimoniului perioada:20172017 nrctr:P1040/2.06.2017	1	1
	titlu:Habiter : apprentissages ordinaires et institutionnels de la citoyenneté (HAPCIT) perioada:20172018 nrctr:900R11P7X	1	1
	titlu:Scoala de comunicare-Scoala de PR perioada:20122012 nrctr:12049/2012 finantator:Consiliul Judetean Brasov Valoare:34000	1	1
	titlu:Scoala de comunicare etapa 3 perioada:20132013 nrctr:303/2013 finantator:Consiliul Judetean Brasov Valoare:30000	1	1
	titlu:Proiect Colocviu National ACUM 2013 perioada:20132013 nrctr:4491/2013 finantator:Consiliul Judetean Brasov Valoare:30000	1	1
	titlu:Tehnici neconventionale de interpretare a patrimoniului cultural perioada:20132013 nrctr:11021/2013 finantator:Consiliul	1	1
	titlu:Conferinta Days of Clusters perioada:20152015 nrctr:11507/29.09.2015 finantator:Autoritatea Nationala pentru Cercetare	1	1
	titlu:Transilvania Creative Camp perioada:20162016 nrctr:HCL25/2016 finantator:Consiliul Local Tarqu Lapus Maramures	1	1
	titlu:Environmental Education - OERS for Rural Citizens perioada:20202022 nrctr:19-COP-0038 finantator:Granturi SEE-Mecanismul	1	1
	titlu:Establishment of Psychological Counseling Centers at Georgian HEIs for Students / EPSY perioada:20212023 nrctr:617980-EPP-1-	1	1
	titlu:ACT – Active Telling, Active Learning perioada:20182020 nrctr:602013-CITIZ-1-2018-1-IT-CITIZ-REMEM finantator:Europe for	1	1
	titlu:UniCulture, perioada:20192021 nrctr:2019-1-RO01-KA203-063400 finantator:Erasmus+ Valoare:1 AnAparitie:2019	1	1
	titlu:E-entrepreneur perioada:20192021 nrctr:2019-2-DK01-KA205-060317 finantator:Erasmus+ Valoare:8323 AnAparitie:2019	1	1
	<b>TOTAL</b>		<b>14</b>
124-	<b>Anul obtinerii titlului de doctor</b>		
AnRef	AnReferinta:2012	2012	2012
erinta		<b>TOTAL</b>	<b>2012</b>
125.1	<b>Indice Hirsch conform ISI Knowledge</b>		
	IndiceHISI:2	2	2
	<b>TOTAL</b>		<b>2</b>
125.2	<b>Indice Hirsch conform Scopus</b>		
	IndiceHScopus:5	5	5
	<b>TOTAL</b>		<b>5</b>
125.3	<b>Indice Hirsch conform Google Scholar</b>		
	IndiceHGS:11	11	11
	<b>TOTAL</b>		<b>11</b>



Denumire	Formula Calcul	Nr Min Prof	Numar			Val Min Prof	Valoare
C1_Punctajul pentru	{[I1]}	n/a	4			10	<b>30.50</b>
C2_Numar articole I2	{[I2]}	8	12			n/a	<b>19.50</b>
C3_Numarul de carti la care este unic autor sau prim autor	{[I3]}+{xml:IF("@AutorPrincipalCarte"="(true)",1,0)}	2	2			1	<b>25.00</b>
C4_Suma punctajului pentru indicatorii I.1-I.8	{[I1]+[I2]+[I3]+[I4]+[I5]+[I6]+[I7.1]+[I7.2]+[I8]}	n/a	34			100	<b>121.51</b>
C5_Punctajul pentru indicatorul I9	{[I9]}	n/a	60			10	<b>612.56</b>
C6_Suma punctajului pentru indicatorii I.1 - I.23	{[I1]+[I2]+[I3]+[I4]+[I5]+[I6]+[I7.1]+[I7.2]+[I8]+[I9]+[I10]+[I11]+[I12]+[I13]+[I14]+[I15]+[I16]+[I17]+[I18]+[I19.1]+[I19.2]+[I20]+[I21]+[I22]+[I23]}	n/a	179			150	<b>811.70</b>
C7_Punctajul total (suma punctajului pentru indicatorii I.1 - I.23) acumulat dupa obtinerea titlului de doctor	{xml:IF([@AnAparitie]>[AnReferinta],[@Punctaj],0)}	n/a	158			100	<b>801.08</b>
100_PUNCTAJ TOTAL	{[I1]+[I2]+[I3]+[I4]+[I5]+[I6]+[I7.1]+[I7.2]+[I8]+[I9]+[I10]+[I11]+[I12]+[I13]+[I14]+[I15]+[I16]+[I17]+[I18]+[I19.1]+[I19.2]+[I20]+[I21]+[I22]+[I23]}	n/a	179			150	<b>811.70</b>
Punctaj ultimii 5 ani	{[I1]+[I2]+[I3]+[I4]+[I5]+[I6]+[I7.1]+[I7.2]+[I8]+[I9]+[I10]+[I11]+[I12]+[I13]+[I14]+[I15]+[I16]+[I17]+[I18]+[I19.1]+[I19.2]+[I20]+[I21]+[I22]+[I23]}	n/a	133			37.5	<b>751.90</b>