


Curriculum vitae

Personal information	
	First name/Name Gheorghe Epuran Email epuran.gheorghe@unitbv.ro https://orcid.org/0000-0002-4959-102X
Employer	2013 - present: Transylvania University of Brasov
Profession	PhD Professor 1991-fevr. 2013: assistant, lecturer, associate profesor, professor, University of Bacau
Courses	Advanced Marketing, Bussines Communications, E-Marketing and Social Media Mix, Marketing strategies in tourism. Public Relations, Cybermarketing
Research projects in last 5 years	PN-III P1-1.2-FPRD-2017-0800 Empirical modeling and experimental development of tools associated with emerging technologies in the field of online social networks - 86PCCDI / 2018 Position in the project: Director/institutional coordinator Project in the UNITA 2024 competition (UniTbv, Univ Saen Mont Blanc, Univ. Torino): E-participation of tourists for cultural and environmental preservation : crowdsourcing as a win-win touristic experience for visitors and european rural areas? Position in the projet: Coordinator
Books	Fundamentals of Marketing, Bussiness Communication, International Marketing, Cybermarketing
Scientific articles in WOS journals	Articles published in WOS journals during 2015-2024 https://scholar.google.com/citations?user=yXd-HUYAAAJ&hl=en&citsig=AMD79ooNxse7nzLJIwtlw7zRBW5O3AWH4w
Other academic activities	PhD supervisor; Coordinator of the doctoral field in Marketing.
Reviewer	Amfiteatru Economic Journal, FI = 1.625; H index = 21; AIS = 0.056; FI-5 years = 1.036, Quartile = Q2 Sustainability - Open Access Journal (ISSN 2071-1050; CODEN: SUSTDE), Journal of Open Innovation: Technology, Market, and Complexity — Open Access Journal Journal of Risk and Financial Management, Special Issue Economics of Transport and Tourism. https://www.mdpi.com/journal/jrfm/special_issues/Economics_Transport_Tourism Journal of Risk and Financial Management, Special Issue Economics of Transport and Tourism. https://www.mdpi.com/journal/jrfm/special_issues/Economics_Transport_Tourism
Guest Editor	Sustainability, 2024. Analytical Research on Consumer Behavior and Digital Marketing Connection for Facilitating Sustainable Marketing Effectiveness

Prof. univ. dr. Gheorghe Epuran



Brasov, Julay, 2024

Apendix

Papers published in the last years (selection, WOS)

- Gheorghe Epuran, Lavinia Dovleac, Ioana-Simona Ivasciuc, Bianca Tescașiu., 2015. Sustainability and Organic Growth Marketing: an Exploratory Approach on Valorisation of Durable Development Principles in Tourism, *Amfiteatru Economic*, 17(40), pp. 927-937, ISSN:1582-9146, ISI Journal, Impact Factor: 0.838, Relative Influence Score: 0.107
2. Epuran, G., Gârdan, I.P., Gârdan, D.A. and Tescașiu, B., 2016. Modernisation of Higher Education in the Context of European Integration - A Comparative Analysis. *Amfiteatru Economic*, 18(42), pp. 351-368, ISSN:1582-9146, ISI Journal, Impact Factor: 0.838, Relative Influence Score: 0.107
3. Gheorghe Epuran, Bianca Tescașiu, Raluca Dania Todor, Karin-Andreea Sasu, Nicoleta Cristache, 2017. Consumul responsabil – sursă de avantaje competitive și soluție pentru protecția turiștilor revista: *AMFITEATRU ECONOMIC* volumul: Volum: 19, nr. 45 pagini:290-306, ISSN:1582-9146, ISI Journal, Impact Factor: 0.838, Relative Influence Score: 0.107
4. Epuran, Gh., Brătucu, G., Bărbulescu, O., Neacșu, A.N., Madar, A., : "Food safety and sustainability – an exploratory approach at the level of the Romanian wine production companies", *Journal Amfiteatru Economic*, no.47/2018, pg. 151-167, ISSN Print: 1582-9146, ISSN Online: 2247–9104, ISI Journal, Impact Factor: 0.838, Relative Influence Score: 0.107
5. Brătucu, G., Epuran Gh., Gârdan D.A., Bumbaș F., Zamfirache, A., Gârdan, I.P., Opreș (Stănilă) Mădălina Adina: "The evolution of textile and clothing industry in Romania: an analysis from the perspective of imports and exports determinants", *Industria Textilă*, 68(2), pp. 147-155, ISI Journal, Factor de impact: 0,570.
6. Epuran, Gh., Gardan, D., Gardan, I.P., Bumbaș. F. Valoarea hedonică a produselor vestimentare, *Revista: Industria Txlă*, volumul:3/2015 pagini:164-168, ISSN:1222-5347, ISI Journal, Factor de impact: 0,570
7. Elena-Nicoleta Untaru, Ana Ispas, Adina Nicoleta Candrea, Marcela Luca, Gheorghe Epuran, 2016. Predictors of individuals' intention to conserve water in a lodging context: the application of an extended Theory of Reasoned Action. Volume: 59 pagini:50-59 ISSN:0278-4319, ISI Journal, Impact factor 3.445, AIS 0.609, Q1
8. Epuran, Gh. Et all. 2016. Optimizarea deciziilor producătorilor de textile utilizând modelarea energiei informaționale revista: *Industria Textilă*, Vol 3, pagini:210-218, ISSN:12225347, ISI Journal, Impact factor: 0.570
9. Bianca Tescașiu, Gheorghe Epuran, Alina Simona Tecău, Ioana Bianca Chițu, Janez Meking, 2018. Innovative Forms of Economy and Sustainable Urban Development—Sharing Tourism revista: *Sustainability*, volumul: 10(11) pagini:1-18 ISSN: 2071-1050, ISI Journal, Impact Factor: 2,072, SRI 0,707, AIS 0,333
10. Luca, F.-A., Epuran, G., Ciobanu, C.I. and Horodnic, A.V., 2019. Green Jobs Creation – Main Element in the Implementation of Bioeconomic Mechanisms. *Amfiteatru Economic*, 21(50), pp. 60-74, ISI Journal, Impact Factor: 0.838, Relative Influence Score: 0.107
11. Tecau, Alina & Dimitriu, Nicolae & Marinescu, Nicolae & Tescasiu, Bianca & Epuran, Gheorghe. (2021). Some Empirical Considerations on the Food Security of Children in Rural Area Schools. 10.37247/PAS.1.2021.34.
12. Mayoshi, Rathnayaka Mudiyansele & Epuran, Gheorghe & Tescasiu, Bianca. (2021). Causal Links between Trade Openness and Foreign Direct Investment in Romania. *Journal of Risk and Financial Management*. 14. 90. 10.3390/jrfm14030090.
13. Gârdan, D.A.; Epuran, G.; Pas,tiu, C.A.; Gârdan, I.P.; Jiroveanu, D.C.; Tec ău, A.S.; Prihoanca, D.M. Enhancing Consumer Experience through Development of Implicit Attitudes Using Food Delivery Applications. *J. Theor. Appl. Electron. Commer. Res.* 2021, 16, 2858–2882. <https://doi.org/10.3390/jtaer16070157>
14. Epuran, G.; Tescasiu, B.; Tecau, A.-S.; Ivasciuc, I.-S.; Candrea, A.-N. (2021). Permaculture and Downshifting-Sources of Sustainable Tourism Development in Rural Areas. *Sustainability*, 13, 230. <https://doi.org/10.3390/su13010230>
15. Ivasciuc, I.S.; Epuran, G.; Vut, ă, D.R.; Tescas,iu, B. (2022). Telework Implications on Work-Life Balance, Productivity, and Health of Different Generations of Romanian Employees. *Sustainability*, 14, 16108. <https://doi.org/10.3390/su142316108>

16. Malsha Mayoshi RATHNAYAKA MUDIYANSELAGE; Gheorghe EPURAN (2022). The impact of trade openness on FDI inflows in Asian emerging economies. Sciendo. link:<https://bizexcellence.ro/category/icbe-2022/> DOI:10.2478/picbe-2022-0022
17. Manolache, M., Epuran, G. (2023). The Mediating Impact of Goal–Role Clarity on the Relationship between Feedback–Seeking Behavior and Goal Orientations with Job Satisfaction Intrinsic Cognitions and Person–Organization Fit, Sustainability 2023, 15, 12776. <https://doi.org/10.3390/su151712776>.

Projects won through competition in the last five years

PNCDI III PROJECT - Program 1 Complex Projects carried out in RDI consortia - 2017:

Empirical modeling and experimental development of tools associated with emerging technologies in the field of online social networks

Financing contract no. 86 / PCCDI / 2018, total value 1,2 million euro

Position in the project: Coordinator partner Transilvania University, researcher