



Dumitru Goldbach

Cetățenie: română Data nașterii: 26/03/1981 Locul nașterii: Dorohoi, România

Gen: Masculin Număr de telefon

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X: [@DumitruGoldbach](#)

Instagram: [goldbach.dumitru](#)

Site de internet: www.goldbach.ro

Muncă

DESPRE MINE

Lector universitar doctor, antreprenor si fondator al Editurii ON

EXPERIENȚA PROFESIONALĂ

Lector universitar doctor

Universitatea Valahia din Târgoviște [01/10/2014 – În curs]

Localitatea: Targoviste Țara: România

- activitati didactice
- cercetare

Lector asociat

Academia de Studii Economice Bucuresti, Facultatea de Marketing [01/10/2018 – În curs]

Localitatea: Bucuresti Țara: România

- activitati didactice
- cercetare

Grant de predare si cercetare

Universitatea Al Faraby Kazakh National University [01/12/2022 – 27/12/2022]

Localitatea: Almaty Țara: Kazakhstan

- activitati didactice
- cercetare in echipe internationale
- schimb de experienta si bune practici

Grant de predare si cercetare

Universitatea Satbayev [01/12/2022 – 27/12/2022]

Localitatea: Almaty Țara: Kazakhstan

- activitati didactice
- cercetare in echipe internationale
- schimb de experienta si bune practici

20.11.2025

Grant de predare si cercetare

Universitatea Turan [01/12/2022 - 27/12/2022]

Localitatea: Almaty | Țara: Kazahstan

- activitati didactice
- cercetare in echipe internationale
- schimb de experienta si bune practici

Mobilitate de predare Erasmus

Universitatea Paris Est UPEC [2017]

Localitatea: Paris | Țara: Franța

- activitati didactice de predare si schimb de experienta

Lector asociat

Universitatea Valahia din Târgoviște [01/10/2012 - 01/10/2014]

Localitatea: Targoviste | Țara: România

- activitati didactice

Administrator

SC Hotexpert Clean SRL [07/12/2021 - În curs]

Localitatea: Mihailesti | Țara: România

- administrare business

Administrator

SC Goldbach Marketing SRL [05/07/2017 - În curs]

Localitatea: Mihailesti | Țara: România

- administrare afacere

Administrator

SC Zebra MKT SRL [06/12/2012 - În curs]

Localitatea: Mihailesti | Țara: România

- administrare societate comerciala

Politist

Directia Generala de Politie a Municipiului Bucuresti [15/03/2006 - 01/10/2014]

Localitatea: Bucuresti | Țara: România

- activitati specifice

Director general

SC Exiton Industrie SRL [2004 - 2006]

Localitatea: Bucuresti | Țara: România

- import-export

Administrator

SC Goldbach Impex SRL [2001 - 2004]

Localitatea: Bucuresti | Țara: România

- import-export

20.11.2025

EDUCAȚIE ȘI FORMARE PROFESIONALĂ

Doctor in Economie

Universitatea Valahia din Targoviste [01/10/2008 - 01/10/2011]

Localitatea: Targoviste | Țara: România | Site de internet: www.valahia.ro | Nivelul CEC: Nivelul 8 CEC

Licentiat in Management

Academia de Studii Economice din Bucuresti [01/10/2004 - 07/07/2008]

Localitatea: Bucuresti | Țara: România | Site de internet: www.ase.ro | Nivelul CEC: Nivelul 7 CEC

Liceu/ Bacalaureat

Liceul Eugen Lovinescu [2000]

Localitatea: Bucuresti | Țara: România | Nivelul CEC: Nivelul 6 CEC

COMPETENȚE LINGVISTICE

Limbă(i) maternă(e): română

Altă limbă (Alte limbi):

engleză

franceză

COMPREHENSIUNE ORALĂ C2 CITIT C2 SCRIS C2

COMPREHENSIUNE ORALĂ C2 CITIT C2 SCRIS C2

EXPRIMARE SCRISĂ C2 CONVERSAȚIE C2

EXPRIMARE SCRISĂ C2 CONVERSAȚIE C2

Niveluri: A1 și A2 Utilizator de bază B1 și B2 Utilizator independent C1 și C2 Utilizator experimentat

DISTINCȚII ONORIFICE ȘI PREMII

[20/11/2024] Universitatea Valahia din Targoviste/ FSIA

Cercetatorul Anului 2023

COMPETENȚE ORGANIZATORICE

Presedinte

10th International EMI

Entrepreneurship & Social Sciences Congress

10-13 September 2024 / Valahia University of Targoviste - Targoviste / Romania

Link: <https://emissc.org/en>

Presedinte

Patronatul National Roman Filiala Teleorman

Membru in Comisia de Dialog Social

Consiliul Judetean Teleorman

Membru in Consiliul de Administratie

Casa Judeteană de Asigurari de Sanatate Teleorman

20.11.2025

Membru în Consiliul de Administratie
Inspectoratul Teritorial de Munca Teleorman

REȚELE ȘI AFILIERI

[2015 - 2016] Rotary International
Presedinte Rotary Foundation
Voluntariat

[28/12/2012 - În curs] Rotary International
Membru Rotary

Link: rotary.org

Asociatia Pur si Simplu Verde
Membru

Asociatia GoldMusic
Membru

Institutul Cedimes Franta
Cercetator asociat

Asociatia MLNR
Membru

Asociatia Romana de Agricultura Durabila
Membru

PROIECTE

Fondator al Editurii ON

CONFERINȚE ȘI SEMINARE

[10/09/2024 - 13/09/2024] Targoviste

10th International EMI Entrepreneurship & Social Sciences Congress

In calitate de presedinte am organizat congresul EMI cu peste 240 de participanti din peste 20 de tari.

Link: www.emissc.org

[2023] Tashkent/ Uzbekistan

EMI Congress

[2022] Turcia

EMI Congress

Cipru

EMI Congress

[2009] Puerto de la Cruz, Tenerife

2011 2025

WSEAS

[2010] Cambridge, Anglia

WSEAS International Conference on Business Administration

PUBLICAȚII

[2021]

MARKETING-Concepte de bază și aplicații

Manea Natalia, Goldbach Dumitru

[2015]

MARKETING: elemente teoretice - studii de caz - teste

Goldbach Dumitru

[2025]

Drivers of Purchase Intentions of Generation Z on Eco-Products

Alina Filip, Alin Stancu, Lucian Florin Onișor, Oana Cristina Mogoș, Ștefan-Alexandru Catană, Dumitru Goldbach, Drivers of Purchase Intentions of Generation Z on Eco-Products, Sustainability, 17 (2)/2025, pg. 1-14, ISSN 2071-1050, WOS:001405335400001

[2024]

The Influence of Contexts in the Process of Choosing a University Product

Dumitru Miron, Raluca Ecaterina Brandabur, Daniel Nicolae Măiță, Flavius Cosmin Darie, Dumitru Goldbach, Ion-Dănuț Lixandru, The Influence of Contexts in the Process of Choosing a University Product, Amfiteatru Economic, 26(66), 2024

[2022]

The Impact of the Covid-19 Pandemic on Consumers' Online Shopping Behaviour – An Empirical Model

Iuliana Cetina, Simona Vinerean, Alin Opreana, Violeta Radulescu, Dumitru Goldbach, Andreea Radulian, The Impact of the Covid-19 Pandemic on Consumers' Online Shopping Behaviour – An Empirical Model, ECOICB, Issue 1/2022; Vol. 56, 2022, pg. 41-56

[2021]

Consumers' Attitude and Intention towards Organic Fruits and Vegetables: Empirical Study on Romanian Consumers

Radulescu Violeta, Cetina Iuliana, Cruceru Anca Francisca, Goldbach Dumitru, Consumers' Attitude and Intention towards Organic Fruits and Vegetables: Empirical Study on Romanian Consumers Sustainability, 13 (16)/2021

[2024]

Navigating the Digital Frontier: A Comprehensive Examination of Romanian Public Administration Digitization and Its Perceptual Implications

Dumitru Goldbach, Mircea Popa, Oana-Valeria Paraschiv, Proceedings of the International Conference on Business Excellence, București, 18(1)/2024, pg. 660-671, ISSN 2558-9652

[2018]

Academika - Online Learning Platform

Dumitru Goldbach, Iuliana Cetina, Manea Natalia, Academika - Online Learning Platform, Proceedings of the 14th International Scientific Conference on eLearning and Software for Education

[2010]

Innovation management and Romanian SME's

Popescu Delia, Mioara Robescu, Valentina Ofelia, Velter Victor, Stegaroiu Ion, Popa Gabriela, Dumitru Goldbach, Innovation management and Romanian SME's, Proceedings of the 4th WSEAS International Conference on Business

2011 2025

Administration, Cambridge

[2009]

Traditional business versus e-business in Romanian's SMEs

Ofelia Robescu, Valentina Delia Popescu, Gabriela Popa, Ionuț Barb, Dumitru Goldbach, Alexandrescu Daniela, Traditional business versus e-business in Romanian's SMEs, Proceedings of the 8th WSEAS Internat Conference on E-Activities Puerto de la Cruz

[2009]

E-commerce with organic products in Romania

Stegarioiu Ion, Cucui, Ion Petrescu Marius, Horga Vasile, Dumitru Goldbach, E-commerce with organic products in Romania, Proceedings of the 8th WSEAS International Conference on E-Activities, Puerto de la Cruz, Spania

[2023]

Motivation at Work for Generation Z

Dumitru GOLDBACH,, Motivation at Work for Generation Z", FAIMA, September 2023, vol. 11, Issue 3. (EBSCO, PROQUEST: <https://www.faimajournal.ro/>)

[2023]

Characteristics of Consumer Behaviour in Services Sector

Dumitru GOLDBACH, Andreea RADULIAN, Mircea POPA, "Characteristics of Consumer Behaviour in Services Sector, Revista Economică, Lucian Blaga University of Sibiu, Vol. 75, issue 1 Year 2023

[2023]

Consumer Behavior and Motivation

Dumitru GOLDBACH, Consumer Behavior and Motivation", FAIMA, June 2023, vol. 11, Issue 2

[2022]

Models of Marketing to the Digital Area

Dumitru GOLDBACH, „Models of Marketing to the Digital Area”, FAIMA, December 2022, vol. 10, Issue 4

[2022]

Relational Marketing Era

Dumitru GOLDBACH, „Relational Marketing Era”, FAIMA, September 2022, vol. 10, Issue 3

[2022]

Marketing Ethics in the Age of Digital Technology

Dumitru GOLDBACH, „Marketing Ethics in the Age of Digital Technology”, FAIMA, September 2022, vol. 10, Issue 3

[2022]

Third Person Effect in Advertising

Dumitru GOLDBACH, Madalin Nicolae SARBU, Madalina VISAN, Oana Petrisor MATEUT, „Third Person Effect in Advertising”, FAIMA, June 2022, vol. 10, Issue 2

[2022]

The Digitalization of City Hall in the Rural Environment

Dumitru GOLDBACH, Fatih Pektas, Corina Dumitrescu, Natalia Manea, Justin Ciobanu, The Digitalization of City Hall in the Rural Environment, FAIMA, Martie 2022, vol. 10, Issue 1

[2022]

The Perceived Quality of Services Provided on Industrial Park Platforms

Dumitru GOLDBACH, "The Perceived Quality of Services Provided on Industrial Park Platforms", Revista Economică, Lucian Blaga University of Sibiu, Faculty of Economic Sciences, vol.74(1), pages 75-84, August

[2019]

2011 2025

Opinions and Perceptions of Bank Managers on the Quality of Provision of Internet Banking Services

Introduceți aici descrierea...

Luiza Emanuela Bucur , Natalia Manea, Dumitru GOLDBACH- "Opinions and Perceptions of Bank Managers on the Quality of Provision of Internet Banking Services", Journal of Economic Development, Environment and People Volume 8, Issue 3

[2018]

Udemy: A Case Study In Online Education And Training

CETINA Iuliana & GOLDBACH Dumitru & MANEA Natalia, "Udemy: A Case Study In Online Education And Training," Revista Economica", vol. 70(3), pages 46-54

20th 2025