

## SCIENTIFIC ACTIVITY

**Thesis** publicly defended on January 16, 2015: "*Study on the ecological behavior of consumers of agri-food products*" at Babeş-Bolyai University in Cluj. Summary available at: <https://teze.doctorat.ubbcluj.ro/doctorat/teza/fisier/2404>

### I. Books

d. Textbooks and university courses published in publishing houses recognized by CNCS:

1. **Barbu Florentina Simona**, Szentesi Silviu Gabriel, Lile Ramona, Iacob Mihaela Ioana – 2011, Practice Book, Marketing Specialization, Aurel Vlaicu University Publishing House, Arad, ISBN 978-973-752-581-9, 92 p.
2. **Barbu Florentina Simona**, Rusu Sergiu - 2010, Introduction to econometrics, Aurel Vlaicu University Publishing House, Arad, ISBN 978-973-752-525-3, 104 p.
3. Silviu Gabriel Szentesi, **Florentina Simona Săbău** - 2009, Marketing research in trade, tourism and services, Aurel Vlaicu University Publishing, Arad, ISBN -978-973-752-361-7, 269 p.

### II. Studies published in volume

### III. Mainstream studies and journal articles

#### a. Scientific articles published in ISI-rated specialized journals

#### b. Scientific articles published in specialized journals rated CNCS in category B+ and/or indexed in BDI (at least two BDI):

1. Florentina Simona Barbu, Grigorie Sanda, Corina-Maria Rusu, Petronela-Gianina Balint (2024) The Impact of Social Networks on the Choice of Tourist Destinations, Proceedings of the International Conference on Business Excellence, volume 18(1), pp. 2327-2343, DOI: 10.2478/picbe-2024-0197, available at: <https://sciendo.com/article/10.2478/picbe-2024-0197>
2. Flaviu-Casian Faur, Corina-Maria Rusu, **Florentina-Simona Barbu**, Cristina-Maria Sanda and Leonard-Sergiu Bălan, (2023) The impact of digitization on the detection and prevention of financial fraud in insurance organizations in Romania, The 1st International Conference "Ongoing Social, Economic and Environmental Challenges" (OSEEC), October 13-14, 2023, Faculty of Economic Sciences, "Aurel Vlaicu" University of Arad, Moneasa, Arad, Romania, available at: <https://www.isf.ro/ro/Publicatii-Volumul-Conferintei-Internationale-Ongoing-Social-Economic-and-Environmental-Challenges-2023>
3. Rusu Corina Maria, Bîlți Raluca Simina, **Barbu Florentina Simona**, Bălan Leonard Sergiu, (2023), The Impact of the Workforce Diversity, Innovation Capacity and Corporate Social Responsibility on the Image of the Organization, Proceedings of the 17th International Conference on Business Excellence, volume 17(1), March 23-25, 2023, Society for Business Excellence & Faculty of Business Administration in Foreign Languages (FABIZ), De Gruyter Publishing House, ISSN online 2558-9652, DOI 10.2478/picbe-2023-0100, p. 1119-1127, BDI: EBSCO, Proquest, ExLibris, OCLC, Google Scholar, Microsoft Academic, CELDES, CNPIE, Naviga, Thomson Reuters ISI Web of Science (WOS) Conference Proceedings Citation Index, available at: <https://sciendo.com/article/10.2478/picbe-2023-0100>
4. **Barbu Florentina Simona**, Olga Irina Maxim, (2014) "Customers of special events and specific marketing communication", Journal of Economics and Business Research, ISSN: 2068 - 3537, E - ISSN (online) 2069 - 9476, ISSN - L = 2068 – 3537, Year XX, No. 2, pp. 124-136
5. **Barbu Florentina Simona**, (2013) "Implementation of the ecological label for tourist accommodation units in Arad", Journal of Economics and Business Research, ISSN: 2068 - 3537, E - ISSN (online) 2069 - 9476, ISSN - L = 2068 – 3537, Year XIX, No. 2, 2013, p. 134-140, available at: [http://uav.ro/files/jebr/JEBR\\_2\\_2013.pdf](http://uav.ro/files/jebr/JEBR_2_2013.pdf)
6. Luiu Magdalena Csorba, **Barbu Florentina Simona**, (2011), "Biological versus synthetic food-result an efficient consumer protection strategy", International Scientific Symposium, Sustainable Rural Development, Agricultural Management, Marketing and Consulting, Faculty of

- Agricultural Management, Timișoara 20 May 2011 . Agricultural Management, Scientific works, series I, VOL XIII (2), Ed. Agroprint Timișoara, ISSN 1453-1410, page 119-126, Indexed in CABI Full Text, Index Copernicus, EBSCO, Directory of Open Access Journals (DOAJ), included in the CNCSIS classification in category B+. available at: [http://www.usab-tm.ro/utilizari/management/file/cercetare/2010-2011/vol\\_xiii/section2/manag017.pdf](http://www.usab-tm.ro/utilizari/management/file/cercetare/2010-2011/vol_xiii/section2/manag017.pdf)
7. Băra Eva Iuliana, **Barbu Florentina Simona**, 2011, "The trademark role in repositioning strategy of wine in Minis Maderat vineyard", International Scientific Symposium, Sustainable Rural Development, Agricultural Management, Marketing and Consulting, Faculty of Agricultural Management, Timișoara 20 May 2011. Agricultural Management, Scientific works, series I, VOL XIII(2), Ed. Agroprint Timisoara, ISSN 1453-1410, page 115-118, Indexed in CABI Full Text, Index Copernicus, EBSCO, Directory of Open Access Journals (DOAJ ), included in the CNCSIS classification in category B+. available at: [http://www.usab-tm.ro/users/management/file/cercetare/2010-2011/vol\\_xiii/section2/manag016.pdf](http://www.usab-tm.ro/users/management/file/cercetare/2010-2011/vol_xiii/section2/manag016.pdf)
  8. **Barbu Florentina Simona**, Luiele Magdalena Csorba, 2011, "Expressions of cultural practices associated with the alternative agriculture paradigm", International Scientific Symposium, Sustainable Rural Development, Agricultural Management, Marketing and Consultancy, Faculty of Agricultural Management, Timisoara 20 May 2011. Agricultural Management , Scientific works, series I, VOL XIII(2), Ed. Agroprint Timișoara, ISSN 1453-1410, page 105-114, Indexed in CABI Full Text, Index Copernicus, EBSCO, Directory of Open Access Journals (DOAJ), included in CNCSIS classification in category B+. available at: [http://www.usab-tm.ro/users/management/file/cercetare/2010-2011/vol\\_xiii/section2/manag015.pdf](http://www.usab-tm.ro/users/management/file/cercetare/2010-2011/vol_xiii/section2/manag015.pdf)
  9. **Barbu Florentina Simona**, Băra Eva Iuliana, 2011 "Organic farming and climatic change", International Scientific Symposium, Sustainable Rural Development, Agricultural Management, Marketing and Consultancy, Faculty of Agricultural Management, Timisoara 20 May 2011. Agricultural Management, Scientific works, series I , VOL XIII(2), Ed. Agroprint Timișoara, 2011, ISSN 1453-1410, page 95-104, Indexed in CABI Full Text, Index Copernicus, EBSCO, Directory of Open Access Journals (DOAJ), included in the CNCSIS classification in the category B+. available at:[http://www.usab-tm.ro/users/management/file/cercetare/2010-2011/vol\\_xiii/section2/manag014.pdf](http://www.usab-tm.ro/users/management/file/cercetare/2010-2011/vol_xiii/section2/manag014.pdf)
  10. **Barbu Florentina Simona**, Băra Eva, 2010, "Promoting eco-label to the consumer", Management of durable rural development, Faculty of Agricultural Management, Timisoara 20 May 2010. Agricultural Management, Scientific Papers, SERIES I, VOL. XII (2) , Ed. Agroprint Timișoara, ISSN 1453-1410, page 211-216, Indexed in CABI Full Text, Index Copernicus, EBSCO, Directory of Open Access Journals (DOAJ), classified in the CNCSIS category B+. available at: [http://www.usab-tm.ro/pdf/2010/xii2/management10\\_28.pdf](http://www.usab-tm.ro/pdf/2010/xii2/management10_28.pdf)
  11. Băra Eva, **Barbu Florentina Simona**, 2010, "Current trends on consumption of wine-vine products from Miniș-Măderat vineyard", Management of durable rural development, Faculty of Agricultural Management, Timisoara 20 May 2010. Agricultural Management, Scientific works, SERIES I , VOL. XII (2), Ed. Agroprint Timișoara, ISSN 1453-1410, pages 205-210, Indexed in CABI Full Text, Index Copernicus, EBSCO, Directory of Open Access Journals (DOAJ), included in the CNCSIS classification in the category B+. available at: [http://www.usab-tm.ro/pdf/2010/xii2/management10\\_27.pdf](http://www.usab-tm.ro/pdf/2010/xii2/management10_27.pdf)
  12. **Barbu Florentina Simona**, Băra Eva, 2010, "Organic farming a chance for Romanian agriculture" - Research Journal of Agricultural Science, 42 (3), 2010, "Trends in the European agriculture development", pag. 412-417 edited by the Banat's University of Agricultural Sciences and Veterinary Medicine, Timișoara, May ISSN 2066-1843, (CABI Index, Index Copernicus International - I.C. Journals Master List (IC= 3.93), Ulrich, included in the CNCSIS classification in category B+. available at: [https://www.academia.edu/11514648/Organic\\_farming\\_a\\_chance\\_for\\_Romanian\\_agriculture](https://www.academia.edu/11514648/Organic_farming_a_chance_for_Romanian_agriculture)
  13. Băra Eva, **Barbu Florentina Simona** 2010, "Converting from conventional to organic viticulture in Miniș-Măderat vineyard", Research Journal of Agricultural Science, 42 (3), 2010, "Trends in the European agriculture development", pp. 408-411, edited by the Banat's University of Agricultural Sciences and Veterinary Medicine, Timisoara, ISSN 2066-1843 (CABI Index, Index Copernicus International - I.C. Journals Master List (IC= 3.93), Ulrich, included in the CNCSIS classification in category B+. available at: <https://www.cabidigitallibrary.org/doi/pdf/10.5555/20113068774>

14. Lile Ramona, **Barbu Florentina Simona**, Pantea Mioara, Sanda Grigorie, 2010, "The crisis is affecting women entrepreneurship", Journal of Economics and Business Research, vol XVI (1), ISSN: 2068 - 3537, pp. 139-145, Indexed Doaj, Copernicus, EBSCO, available at: [http://www.uav.ro/files/jebr/JEBR\\_2010\\_1.pdf](http://www.uav.ro/files/jebr/JEBR_2010_1.pdf)
15. Luiela Magdalena Csorba, **Florentina Sabău**, 2009 - "Consumer protection - a major element of the communication strategy in forestry", Bulletin of University of Agricultural Sciences and Veterinary Medicine Cluj-Napoca. Horticulture: Vol 66, No 2 (2009), Print ISSN 1843-5254; Electronic ISSN 1843-5394, pp. 148-155, available at: <http://journals.usamvcluj.ro/index.php/horticulture/article/view/3908/3586> (ISI Thomson Reuters Master Journal List, Center for Agriculture and Biosciences International (CABI), Russian Scientific and Technical Information Institute (VINITI) , Asian Science Citation Index (ASCI), Copernicus Index, Elton B Stephens Company (EBSCO)
16. Negruț Constantin, Vasilescu Ramona Violeta, **Săbău Florentina Simona**, 2008, "Extensive Research Into Analyzing the Essential Factors Determining the Attractiveness of Tourist Place"s – Agricultural Management, series I, Vol X (4), Agroprint Publishing House, ISSN - 1453-1410 , page 27-30, Indexed DOAJ, Copernicus, Ebsco, included in the CNCSIS category B+.

**c. Scientific articles published in specialized journals rated CNCS in category B and/or indexed in BDI (only one BDI) -**

**d. Scientific articles published in specialized magazines rated by CNCS in category C -**

**e. Scientific articles published in the volumes of international conferences:**

1. Barbu Florentina Simona, Spînu Adina-Eleonora, 2018, "The environmental behavior of students at Aurel Vlaicu University Arad", International Symposium Research and Education in an Innovation Era, 7th Edition, May 17th-20th, 2018
2. Săbău Florentina Simona, Sanda Grigorie, 2008, "Process of Ecological Design - Point of View of the Product", University "Aurel Vlaicu" Arad - International Symposium Research and Education in Innovation Era, 2nd Edition, November 2008, Theoretical Developments in Contemporary Economics , Mirton Publishing House, Timisoara, ISBN 978-973-52-0489-1, p.134
3. Russian. Sergiu, Săbău Florentina Simona, 2008- "The Tourist Product Life Cycle, University "Aurel Vlaicu" Arad -International Symposium Research and Education in Innovation Era, 2nd Edition, November 2008, Theoretical Developments in Contemporary Economics, Mirton Publishing House, Timisoara, ISBN 978-973-52-0489-1, p.185f.

**f. Other scientific articles:**

1. Gomi, B. C., **Barbu, F.S.**, Micu, B.A., 2019, Study on the impact of multiculturalism at the level of globalization of brands, Communication and interculturality in the year of the Centenary, XVIIIth Edition of the Summer School, Arad, "Aurel Vlaicu" University Publishing House from Arad, ISBN 978-973-752-833-9, pp. 79 - 84
2. Spînu Adina-Eleonora, **Barbu Florentina Simona**, 2018, "Quality in education defines education for sustainable development" / in Quality in education, a priority for Arad schools coord.: Lavinia Cuc. - Arad: "Aurel Vlaicu" University Publishing House, 2018, ISBN 978-973-752-782-0, p.101-104.
3. Csorba Luiela, **Barbu Florentina**, 2010 - "Strategy of sales forces in the marketing of agro-forestry products", Revista de Comerț no. 2/2010, publisher Tribuna Economică, ISSN 1582 - 0424, page 50 - 52.

## VI. CONTRACT / GRANT RESEARCH PROJECTS

Quality within the project	Title, financier, period, value
Member	"Realization of a consulting network for Romanian-Hungarian companies TAMARO", Hungary-Romania cross-border cooperation program 2007-2013, implementation period 2010-2011, value 74056 euros.
Member	"Pre-feasibility study regarding the tourist development of the Morilor Canal", year 2009, Value 110,000 RON.
Member	"National network for education, stimulation and promotion of creativity and intellectual property rights - RECPIN", project coordinator Transilvania University Braşov through the Technological and Business

	Incubator, financed by Program 2 - CAPACITIES, Module II, project type: support, Period 2008- 2010, Value: 110,000 RON
Member	"Entrepreneurship and equal opportunities. An inter-regional model of entrepreneurial school for women", POS_DRU 2007-2013, Coordinator University of Oradea, Period 2008-2010, Value: 1,247,480 RON.
Member	"UAV Excellence Gala, II Edition"/ 3055/30.05.2017;/ 02.10.2017-11.12.2017/ value 9850 lei
Member	"Quality in education - a priority for Arad schools", financed by the Arad Municipal Culture Center, contract no. 3948/03.07.2017, value 7,866 lei, project director Lect. university Dr. Cuc Lavinia, period 01.07.2017-31.12.2017
Member	"The NATO challenge for the young people of Arad", financed by the Arad Municipal Culture Center, contract no. 5986/30.08.2017, value 7,929 lei, project director Lect. university Dr. Sanda Grigorie, period 01.09.2017-15.12.2017
Member	"Student Scientific Symposium - Economy - Present and Future - 18th Edition", financed by the Ministry of National Education, project director Lect. university Dr. Gomoi Bogdan, period 01.04.2017-30.04.2017
Member	"Virgil Madgearu competition for students and pupils"/ 47906/30.04.2017;/ 11-12.05.2017;/ value 3200 lei
Member	"Stimulating the creativity of young people from Arad in the economic and social field through entrepreneurial projects and simulations"/5985/30.08.2017;/ 01.09-15.12.2017;/ value 14050 lei
Coordonator	"Virgil Madgearu competition for students and pupils"/ 5th Ed., period 24-26.05.2018, value 8500 lei. Funding Ministry of Education and Research
Member	"Present and Future Economy Student Scientific Symposium" - 19th Ed., period 03.01-04.05. 2018, value 4010 lei. Funding Ministry of Education and Research
Member (responsible for communication)	"Young people and the role of Arad in the realization of the Great Union" period March 25 - July 31, 2018, value: 11,200 lei - representing non-refundable funding from CMCA 10,000 lei and the contribution of UAV 1,200, based on contract no. 1620 of 04/03/2018.
Coordinating	"Virgil Madgearu Competition for students and pupils"/ 6th Ed., period 8-9-10 May 2019, value 7000 lei. Funding Ministry of Education and Research
Coordinating	"Virgil Madgearu competition for students and pupils"/ 7th Ed., 2020, value 7000 lei. Funding Ministry of Education and Research
Coordinating	"Virgil Madgearu Competition for students and pupils"/ 8th Ed., period 24-25-26 November 2021, value 9000 lei. Funding Ministry of Education and Research
Coordinating	"Virgil Madgearu competition for students and pupils"/ 9th Ed., period MAY 2022, value 7000 lei. Funding Ministry of Education
Coordinating	"Virgil Madgearu Competition for students and pupils"/ 10th Ed., period MAY 2023, value 9900 lei. Funding Ministry of Education
Coordinating	"Virgil Madgearu competition for students and pupils"/ 11th Ed., period MAY 2024, value 15900 lei. Funding Ministry of Education
Member - Internship and placement expert	Project: POCU/626/6/13/132639, "Integrated measures for the transition of students to the labor market", Implementation period: November 10, 2020 - September 9, 2023, Total value of the project: 4,687,731.80 lei, beneficiary University " Aurel Vlaicu" from Arad together with partners Get You Hired S.R.L and Sida Group S.R.L.

## VII. RECOGNITION OF ACHIEVEMENTS BY SPECIALISTS AND INSTITUTIONS

1. Reviews of published works -
2. Citations in specialized books or magazines –
3. Participation in specialized commissions and expertise activities –
4. Coordination of scientific, professional or administrative structures -
5. Scientific and professional affiliations –
6. Titles and awards –

**Date of completion:**  
20.09.2024

**Signature:**

