

**Ph.D. Lecturer BARBU FLORENTINA SIMONA**

**SCIENTIFIC ACTIVITY**

**Doctoral Thesis** submitted in January 2015: " STUDY REGARDING THE ENVIRONMENTAL BEHAVIOUR OF AGRIFOOD CONSUMERS", Babeş-Bolyai University

**a. Published textbooks and university courses in publishing CNCS**

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

**b. Scientific articles published in journals listed in category B + CNCS and / or indexed in BDI**

1. Barbu Florentina Simona, Olga Irina Maxim, „The clients 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, 2014, pp.124-136
2. Barbu Florentina Simona, „ Implementation of the Eco-label for Tourist Accommodation Units in Arad”, Journal of Economics and Business Research, Edited by Aurel Vlaicu University, Arad, 2013, ISSN: 2068-3537, E-ISSN (online) 2069-9476, ISSN-L=2068-3537, Year XIX, No.2, 2013, pp.134-140, Index CABI and EBSCO. available at: [http://uav.ro/files/jebr/JEBR\\_2\\_2013.pdf](http://uav.ro/files/jebr/JEBR_2_2013.pdf)
3. Luiu Magdalena Csorba, Barbu Florentina Simona, „*Biological versus syntetic food-result an efficient consumer protection strategy*”, International Scientific Symposium, Sustainable Rural Development, Agricultural Management, Marketing and Consultancy, Facultatea de management agricol, Timișoara 20 mai 2011. Agricultural Management, Scientific papers , seria I, VOL XIII (2), Ed. Agroprint Timișoara, 2011, ISSN 1453-1410, pp. 119-126, Index CABI Full Text, Index Copernicus, EBSCO, Directory of Open Access Journals (DOAJ), employed in the classification CNCSIS B +. available at: [http://www.usab-tm.ro/utilizatori/management/file/cercetare/2010-2011/vol\\_xiii/section2/manag017.pdf](http://www.usab-tm.ro/utilizatori/management/file/cercetare/2010-2011/vol_xiii/section2/manag017.pdf)
4. Băra Eva Iuliana, Barbu Florentina Simona, „*The trademark role in repositioning strategy of wine in Minis Maderat vineyard*”, International Scientific Symposium, Sustainable Rural Development, Agricultural Management, Marketing and Consultancy, Facultatea de management agricol, Timișoara 20 mai 2011. Agricultural Management, Scientific papers, seria I, VOL XIII(2), Ed. Agroprint Timișoara, 2011, ISSN 1453-1410, pp. 115-118, Index CABI Full Text, Index Copernicus, EBSCO, Directory of Open Access Journals (DOAJ), employed in the classification CNCSIS B +. available at: [http://www.usab-tm.ro/utilizatori/management/file/cercetare/2010-2011/vol\\_xiii/section2/manag016.pdf](http://www.usab-tm.ro/utilizatori/management/file/cercetare/2010-2011/vol_xiii/section2/manag016.pdf)
5. Barbu Florentina Simona, Luiu Magdalena Csorba, „*Expressions of cultural practices associated with the alternative agriculture paradigm*”, International Scientific Symposium, Sustainable Rural Development, Agricultural Management, Marketing and Consultancy, Facultatea de management agricol, Timișoara 20 mai 2011. Agricultural Management, Scientific papers, seria I, VOL XIII(2), Ed. Agroprint Timișoara, 2011, ISSN 1453-1410, pp. 105-114, Index CABI Full Text, Index Copernicus, EBSCO, Directory of Open Access Journals (DOAJ), employed in the classification CNCSIS B +. available at: [http://www.usab-tm.ro/utilizatori/management/file/cercetare/2010-2011/vol\\_xiii/section2/manag015.pdf](http://www.usab-tm.ro/utilizatori/management/file/cercetare/2010-2011/vol_xiii/section2/manag015.pdf)
6. Barbu Florentina Simona, Băra Eva Iuliana, „*Organic farming and climatic change*”, International Scientific Symposium, Sustainable Rural Development, Agricultural Management, Marketing and

Consultancy, Facultatea de management agricol, Timișoara 20 mai 2011. Agricultural Management, Scientific papers, seria I, VOL XIII(2), Ed. Agroprint Timișoara, 2011, ISSN 1453-1410, pp. 95-104, Index CABI Full Text, Index Copernicus, EBSCO, Directory of Open Access Journals (DOAJ), employed in the classification CNCIS B +. available at: [http://www.usab-tm.ro/utilizatori/management/file/cercetare/2010-2011/vol\\_xiii/section2/manag014.pdf](http://www.usab-tm.ro/utilizatori/management/file/cercetare/2010-2011/vol_xiii/section2/manag014.pdf)

7. Barbu Florentina Simona, Băra Eva, „*Promoting eco-label to the consumer*”, Management of durable rural development, Facultatea de management agricol, Timișoara 20 mai 2010. Agricultural Management, Scientific papers, SERIA I, VOL. XII (2), Ed. Agroprint Timișoara, 2010, ISSN 1453-1410, pp 211-216, Index CABI Full Text, Index Copernicus, EBSCO, Directory of Open Access Journals (DOAJ), employed in the classification CNCIS 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)
8. Băra Eva, Barbu Florentina Simona, „*Current trends on consumption of wine-vine products from Miniș-Măderat vineyard*”, Management of durable rural development, Facultatea de management agricol, Timișoara 20 mai 2010. Agricultural Management, Scientific papers, SERIA I, VOL. XII (2), Ed. Agroprint Timișoara, 2010, ISSN 1453-1410, pag. 205-210, Index CABI Full Text, Index Copernicus, EBSCO, Directory of Open Access Journals (DOAJ), employed in the classification CNCIS 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)
9. Barbu Florentina Simona, Băra Eva, „*Organic farming a chance for Romanian agriculture*” - Research Journal of Agricultural Science, 42 (3), 2010, “Trends in the European agriculture development”, pp. 412-417 edited by the Banat's University of Agricultural Sciences and Veterinary Medicine, Timișoara, May 2010, ISSN 2066-1843, (Index CABI, [Index Copernicus International](#) - I.C. Journals Master List (IC= 3.93), Ulrich, employed in the classification CNCIS B +. available at: <http://www.rjas.ro/index.php/rjas/article/view/197>
10. Băra Eva, Barbu Florentina Simona -, „*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, Timișoara, May 2010, ISSN 2066-1843 (Index CABI, [Index Copernicus International](#) - I.C. Journals Master List (IC= 3.93), Ulrich, employed in the classification CNCIS B +. available at: <http://www.rjas.ro/index.php/rjas/article/view/196/191>
11. Lile Ramona, Barbu Florentina Simona, Pantea Mioara, Sanda Grigorie- “*The crisis is affecting women entrepreneurship*”, Journal of Economics and Business Research, vol XVI (1), 2010, Edited by Aurel Vlaicu University, Arad, ISSN: 2068 - 3537, pp. 139-145, Index 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)
12. Luiu Magdalena Csorba, Florentina Săbău, 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.usamvcj.ro/horticulture/article/view/3908> ( [ISI Thomson Reuters Master Journal List](#), [Centre for Agriculture and Biosciences International \(CABI\)](#), [Russian Scientific and Technical Information Institute \(VINITI\)](#), [Asian Science Citation Index \(ASCI\)](#), [Index Copernicus](#), [Elton B Stephens Company \(EBSCO\)](#))
13. Negruț Constantin, Vasilescu Ramona Violeta, Săbău Florentina Simona, 2008, “*Extensive Research Into Analysing the Essential Factors Determining the Attractiveness of Tourist Place*”s – Agricultural Management, seria I, Vol X (4), Editura Agroprint, ISSN - 1453-1410, pp.27-30, Index DOAJ, Copernicus, Ebsco, employed in the classification CNCIS B +. available at: <http://www.doaj.org/doi?func=abstract&id=472191>, [http://www.usab-tm.ro/Pdf/2008/x4/turism08\\_05.pdf](http://www.usab-tm.ro/Pdf/2008/x4/turism08_05.pdf)

#### e. Scientific articles published in 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, Teoretical Developments in Contemporary Economics, Mirton Publishing House, Timișoara, ISBN 978-973-52-0489-1 , p.134

- Rusu. 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, Teoretical Developments in Contemporary Economics, Mirton Publishing House, Timișoara, ISBN 978-973-52-0489-1, p.185

#### f. Other Scientific articles

- Spînu Adina-Eleonora, **Barbu Florentina Simona**, 2018, „*Calitatea în învățământ definește educația pentru o dezvoltare durabilă*” /în Calitatea în învățământ, o prioritate pentru școlile arădene coord.: Lavinia Cuc. - Arad : Editura Universității "Aurel Vlaicu", 2018, ISBN 978-973-752-782-0, p.101-104.
- Csorba Luiela, Barbu Florentina – „ *Strategy marketing sales forces agro-forestry*”, Revista de Comerț nr. 2/2010, editor Tribuna Economică, ISSN 1582 - 0424, pag. 50 - 52.

	<b>Research projects based on contract /GRANT</b>
project team member	„Realizarea unei rețele de consultanță pentru firmele româno-maghiare TAMARO”, Programul de cooperare transfrontalieră Ungaria-România 2007-2013, perioada derulării 2010-2011, valoarea 74056 euro.
project team member	“ <i>Studiu de fezabilitate privind dezvoltarea turistică al Canalului Morilor</i> ”, anul 2009, Valoarea 110.000 RON.
project team member	„ <i>Rețea națională de educație, stimulare și promovare a creativității și dreptului de proprietate intelectuală - RECPIN</i> ”, coordonator proiect Universitatea Transilvania Brașov prin Incubatorul Tehnologic și de Afaceri, finanțat prin Programul 2 – CAPACITĂȚI, Modulul II, tip proiect: suport, Perioada 2008-2010, Valoarea: 110.000 RON
project team member	„ <i>Antreprenoriatul și egalitatea de șanse. Un model inter-regional de școală antreprenorială pentru femei</i> ”, POS DRU 2007-2013, Coordonator Universitatea din Oradea, Perioada 2008-2010, Valoarea: 1.247.480 RON.
project team member	„ <i>Gala Excelentei la UAV, Editia a II a</i> ”/ 3055/30.05.2017;/ 02.10.2017-11.12.2017/ valoare 9850 lei
project team member	„ <i>Calitatea în învățământ -o prioritate pentru școlile arădene</i> ”/ 3948 din 03.07.2017/ 01.07-31.12.2017; / valoare 5.479 lei
project team member	„ <i>Provocarea NATO pentru tinerii arădeni</i> ” / 5986/30.08.2017;/ 01.09-15.12.2017; / valoare 7929 lei
project team member	„ <i>Concursul Virgil Madgearu pentru studenți și elevi</i> ”/ 47906/30.04.2017;/ 11-12.05.2017;/ valoare 3200 lei
project team member	„ <i>Stimularea creativității tinerilor arădeni în domeniul economic și social prin proiecte și simulări antreprenoriale</i> ”/5985/30.08.2017;/ 01.09-15.12.2017;/ valoare 14050 lei
Manager project	„ <i>Concursul Virgil Madgearu pentru studenți și elevi</i> ”/ Ed. a V-a , perioada 24-26.05.2018, valoare 8500 lei. Finanțare Ministerul Educației și Cercetării
Manager project	„ <i>Concursul Virgil Madgearu pentru studenți și elevi</i> ”/ Ed. a VI-a , perioada 8-9-10 MAY 2019, valoare 7000 lei. Finanțare Ministerul Educației și Cercetării
project team member	„ <i>Simpozion Științific Studențesc Economia Prezent și Viitor</i> ”-Ed. a XIX-a , perioada 01.03-05.04. 2018, valoare 4010 lei. Finanțare Ministerul Educației și Cercetării
project team member	„ <i>Tinerii și rolul Aradului în înfăptuirea Marii Uniri</i> ” perioada 25 martie -31 iulie 2018, valoare: 11.200 lei-reprezentând finanțarea nerambursabilă de la CMCA 10.000 lei și contribuția UAV 1.200, în baza contractului nr. 1620 din 03.04.2018.

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30.09.2019

Semnătura,