

Instituția de învățământ superior UNIVERSITATEA "OVIDIUS" DIN CONSTANȚA  
Facultatea ȘTIINȚE ECONOMICE  
Departamentul ADMINISTRAREA AFACERILOR

## LISTĂ DE LUCRĂRI

MORARU (ANGHEL) M. Andreea-Daniela – Doctor în domeniul Economie / din 2010  
Profesor universitar / din 2021

### TEZA DE DOCTORAT

T1. *Dezvoltarea și diversificarea serviciilor turistice. O abordare strategică în context internațional*, Facultatea de Comerț, Academia de Studii Economice din București, susținută în ședință publică la data de 07/07/2010, Conducător de doctorat prof.univ.dr. Maria IONCICĂ, calificativul obținut – Foarte bine.

### ARTICOLE/STUDII PUBLICATE IN EXTENSO ÎN REVISTE DE SPECIALITATE DE CIRCULAȚIE INTERNAȚIONALĂ RECUNOSCUTE INDEXATE WEB OF SCIENCE

**ISI1. Moraru, A.-D.,** Duhnea, C., Mielă, M., Ghiță-Mitrescu, S., Ilie, M., Necula, A.I. (2022) The challenge of banking services development – giving its rightful place to customer satisfaction. *Journal of Business Economics and Management*, 23(3), 626–649.

<https://doi.org/10.3846/jbem.2022.16442>

<https://www.webofscience.com/wos/woscc/full-record/WOS:000787169700001>

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**ISI2. Badea, L., Moraru, A.-D.,** Ilie, C., Duhnea, C., Panait, I. (2021). Customer Satisfaction with Banking Services. Simulating the Influence of Customer Satisfaction Determinants Using Artificial Neural Network Algorithms. *Economic computation and economic cybernetics studies and research*, 55(4), 101-115.,

[http://www.ecocyb.ase.ro/nr2021\\_4/7.%20Badea%20Leonardo.%20Iulian%20Panait%20pdf.pdf](http://www.ecocyb.ase.ro/nr2021_4/7.%20Badea%20Leonardo.%20Iulian%20Panait%20pdf.pdf)

<https://www.webofscience.com/wos/woscc/full-record/WOS:000754322500007>

**ISI3. Moraru, A.-D.,** Duhnea, C., Barbulescu, A., Juganaru, M., Juganaru, I.D. (2021). Residents' Attitude toward Tourism-Do the Benefits Outweigh the Downsides? The Case of Constanta, Romania. *Sustainability*, 13(2).

<https://doi.org/10.3390/su13020882>

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**ISI4. Bărbulescu, A., Moraru, A.D., &** Duhnea, C. (2019). Ecolabelling in the Romanian Seaside Hotel Industry-Marketing Considerations, Financial Constraints, Perspectives. *Sustainability*, Vol.11, Web of Science Categories: Green & Sustainable Science & Technology; Environmental Sciences; Environmental Studies

DOI: 10.3390/su11010265

WOS:000457127300265

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**ISI5. Moraru, A.D.,** Barbulescu, A., & Duhnea, C. (2018). Consumption and hysteresis – the new, the old, and the challenge. *Economic Research-Ekonomska Istraživanja*, Vol.31, 1965-1980.

Web of Science Categories: Business; Economics

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**ISI6. Moraru, A.-D., & Duhnea, C.** (2018). E-banking and Customer Satisfaction with Banking Services. *Strategic Management*, 23(3), 3-9.

Web of Science Categories: Management

WOS:000445575200001

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**ISI7. Badea, L., Panait, I., Socol, A., & Moraru, A.D.** (2018). Sentiment, Perception and Policy Determinants of Foreign Direct Investment to European Developing Countries. *Economic Computation and Economic Cybernetics Studies and Research*, 52(2), 69-85.

Web of Science Categories: Economics; Mathematics, Interdisciplinary Applications

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**ISI8. Moraru, A.D., Ilie, M., & Sorici, C.O.** (2017). The Mediating Role of Market Orientation in the Relationship between Entrepreneurial Orientation and SME's Business Performance. Evidence from Romania, *Transformations in Business & Economics*, 16(2A), 386-400.

Web of Science Categories: Business; Economics

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**ISI9. Ilie, M., Moraru, A.D., & Ghita-Mitrescu, S.** (2017). The Hierarchical Determination of Customer Satisfaction with Banking Services Using an Artificial Neural Network, *Transformations in Business & Economics*, 16(2A), 401-420.

Web of Science Categories: Business; Economics

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[https://apps.webofknowledge.com/full\\_record.do?product=WOS&search\\_mode=GeneralSearch&qid=10&SID=C4aohPVx9aiPhWtyOZV&page=1&doc=5](https://apps.webofknowledge.com/full_record.do?product=WOS&search_mode=GeneralSearch&qid=10&SID=C4aohPVx9aiPhWtyOZV&page=1&doc=5)

#### ARTICOLE/STUDII SUSȚINUTE ȘI/SAU PUBLICATE ÎN VOLUMELE UNOR MANIFESTĂRI ȘTIINȚIFICE INTERNAȚIONALE RECUNOSCUTE INDEXATE ISI CPCI

Vi1. Cristina Duhnea, Silvia Ghita-Mitrescu, **Andreea-Daniela Moraru**, "The future of European Economic and Monetary Union: challenges and solutions for a solid construction", Conference on Reflecting on Europe's (Dis)Order - Scenarios for the EU's Future (EURINT) Location: Alexandru Ioan Cuza Univ Iasi, Iasi, ROMANIA Date: MAY 18-19, 2018, REFLECTING ON EUROPE'S (DIS)ORDER: SCENARIOS FOR THE EU'S FUTURE (EURINT 2018) Book Series: Eurint, indexat ISI CPCI;

Vi2. **Moraru Andreea-Daniela**, Antohi Ionut, "A Brief Account on Hysteresis in Marketing – Perceptions, Implications and Future Developments", The International E-Conference "Enterprises in the Global Economy", 2<sup>nd</sup> Edition, 21<sup>st</sup> June 2017, organizată de "Ovidius" University of Constanta – Faculty of Economic Sciences (Romania); the Research Center in International Business and Economics (CCREI), from the Bucharest University of Economic Studies (ASE) –Romania, together with Romanian-American University, Bucharest, Romania; Cape Peninsula University of Technology, Cape Town, South Africa; Szczecin University from Poland, publicat, FILODIRITTO INTERNATIONAL PROCEEDINGS, 2017, ISBN 978-88-95922-97-3, pp.81-85, indexat ISI CPCI;

Vi13. **Moraru Andreea-Daniela**, "Hysteresis in the Field of Economics. An Overview", publicată în volumul conferinței internaționale KBO 2012 – "The 18<sup>th</sup> International Conference The Knowledge-Based Organization", Academia Forțelor Terestre "Nicolae Bălcescu", Sibiu, 14-16 iunie 2012, indexat ISI CPCI;

#### ARTICOLE/STUDII PUBLICATE IN EXTENSO ÎN REVISTE DE SPECIALITATE DE CIRCULAȚIE INTERNAȚIONALĂ RECUNOSCUTE INDEXATE BDI

**Ri1. Moraru, A.-D., Ilie, M.** (2021). Towards Sustainability in Banking Services Development. Customer Satisfaction with Banking Services – Influences and Perspectives. *Ovidius University Annals Economic Sciences Series*, XXI(2), 842-848.

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Ri2. Ilie, C., **Moraru, A.-D.** (2021). Management Based on Data Analysis. Part Two: Artificial Intelligence Data Modeling. *Ovidius University Annals Economic Sciences Series*, XXI(2), 743-748

<https://stec.univ-ovidius.ro/html/anale/RO/ovidius-university-annals-economic-sciences-series-volume-xxi-issue-2/>

Ri3. **Moraru, A.D.** (2021). RESIDENTS-TOURISTS RELATIONSHIPS - THE INFLUENCE OF THE SOCIO-DEMOGRAPHIC CHARACTERISTICS ON THE RESIDENTS' ATTITUDE TOWARD TOURISM. *Management & Marketing*, XIX (1), 131-137. Indexat REPEC, DOAJ, EBSCO, CABELL Directories, Index Copernicus,

<https://ideas.repec.org/s/aio/manmar.html>

<http://www.mnmk.ro/documents/ebSCO.pdf>

<http://ezb.uni-regensburg.de/ezeit/index.phtml?bibid=AAAA&colors=7&lang=en>

Ri4. Jugănar, M., & **Moraru, A.D.** (2020). Higher Education Graduates' Cross-Cutting Skills and Employability. *Analele Universității Ovidius, Seria Științe Economice*, XX(2), 709-713. Indexat REPEC, DOAJ, EBSCO, ULRICH'S, J-GATE, ERIH PLUS, CABELL Directories, Index Copernicus, ResearchBib.

<https://ideas.repec.org/a/ovi/oviste/vxxy2020i2p709-713.html>

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Ri5. Antohi, I., & **Moraru, A.D.** (2017). An Empirical Study on the Relationship between Human Resources Management Practices and Labour Productivity. *Strategii manageriale*, 4(38), 475-784. Indexat RePec, Doaj, IDEAS.

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Ri6. Antohi, I., **Moraru, A.D.**, Ghita-Mitrescu, S., & Duhnea, C. (2016). The Strategic Approach to Human Resources Management Practices In Romanian Companies-An Empirical Study. *The Annals of the University of Oradea. Economic Sciences*, XXV(2), 476-483. Indexat RePec, Doaj, EBSCO, SCPIO, CABELLS PUBLISHING SERVICES.

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Ri7. Antohi, I., & **Moraru, A.D.** (2016). The High Performance Work Practices and Labour Productivity in Romanian Companies. Conferința Internațională "Global Economy Under Crisis", Constanța, 8-9 decembrie 2016. *Analele Universității Ovidius, Seria Științe Economice*, XVI(2), 291-296. Indexat REPEC, DOAJ, EBSCO, ULRICH'S, J-GATE, ERIH PLUS, CABELL Directories, Index Copernicus, ResearchBib.

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<https://web.a.ebscohost.com/abstract?direct=true&profile=ehost&scope=site&authType=crawler&jml=23933127&AN=121978861&h=IqMYJMF%2fFeacLrohIwPAiO8MhdCJr7doEQdIL7qoyhmvPGWOIIZMiDvRFuwTVdQ uAKCVhFWVijDH2q%2f2eOMcew%3d%3d&crl=c&resultNs=AdminWebAuth&resultLocal=ErrCrlNotAuth&crlhashurl=login.aspx%3fdirect%3dtrue%26profile%3dehost%26scope%3dsite%26authType%3dcrawler%26jml%3d23933127%26AN%3d121978861>

Ri8. **Moraru, A.D.**, & Ghita-Mitrescu, S. (2016). The Romanian Banking System –Key Dimensions and Visibility of CSR Practices. Conferința Internațională "Global Economy Under Crisis", Constanța, 8-9 decembrie 2016. *Analele Universității Ovidius, Seria Științe Economice*, XVI(2), 559-564. Indexat REPEC, DOAJ, EBSCO, ULRICH'S, J-GATE, ERIH PLUS, CABELL Directories, Index Copernicus, ResearchBib.

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Ri9. Muhcina, S., & **Moraru, A.D.** (2016). Educational Marketing Challenges - Universities And Graduates' Employment. A Case Study. *Annales Universitatis Apulensis Series Oeconomica*, 1(18). Indexat RePEc, ProQuest, EconLit, EBSCO, IndexCopernicus, DOAJ, Cabell's Directory, Ulrich's, Genamics JournalSeek, Open-J-Gate.

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Ri10. Muhcina, S., & **Moraru, A.D.** (2016). A View on Marketing Communications in Cultural Services Area. *Revista Română de Marketing*, 11(3), 134-152. Indexat ProQuest, EBSCO host, Cabell's Directory.

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Ri11. Ghiță-Mitrescu, S., Duhnea, C., Antohi, I., & **Moraru, A.D.** (2016). Non-Bank Financial Institutions – Actors in the Shadow Banking System. *Annals of the University of Oradea, Economic Sciences*, XXV(1), 763-771. Indexat RePEc, Doaj, EBSCO, CABELLS PUBLISHING SERVICES.

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Ri12. Antohi, I., & **Moraru, A.D.** (2016). Reward Management Practices-Evidence from Constanta County, Romania. Conferința Internațională „Present Issues of Global Economy”, ediția a XIII-a, Constanța, 2-4 iunie 2016. *Analele Universității Ovidius, Seria Științe Economice*, XVI(1), 269-273. Indexat RePEc, Doaj, EBSCO, CABELL'S Directories, ULRICHSWEB, J-Gate, Erih Plus, Index Copernicus.

<https://web.a.ebscohost.com/abstract?direct=true&profile=ehost&scope=site&authtype=crawler&jrnl=15829383&AN=116922323&h=3QJPBMr4FYCziYJ27UkJ6fQdPoVSOBA5E3wFWm0Md96kMhOtmw3y8jAzbgAw%2bX4PCvkeRrPxbwQfKshqDkFY5g%3d%3d&crl=f&resultNs=AdminWebAuth&resultLocal=ErrCrlNotAuth&crlhashurl=login.aspx%3fdirect%3dtrue%26profile%3dehost%26scope%3dsite%26authtype%3dcrawler%26jrnl%3d15829383%26AN%3d116922323>

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Ri13. **Moraru, A.D.** (2016). Challenges of Hotel Branding. An Overview of the Romanian Seaside Hotel Industry. Conferința Internațională „Present Issues of Global Economy”, ediția a XIII-a, Constanța, 2-4 iunie 2016. *Analele Universității Ovidius, Seria Științe Economice*, XVI(1), 336-340. Indexat RePEc, Doaj, EBSCO, CABELL'S Directories, ULRICHSWEB, J-Gate, Erih Plus, Index Copernicus.

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Ri14. Antohi, I., & **Moraru, A.-D.** (2015). The Approaches on Human Resources Management Practices within Romanian Companies - an Empirical Study. Conferința Internațională ”Global Economy Under Crisis”,

Constanța, 3-4 decembrie 2015. *Analele Universității Ovidius, Seria Științe Economice, XV(2)*. Indexat REPEC, DOAJ, EBSCO, ULRICH'S, J-GATE, ERIH PLUS, CABELL Directories.

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Ri15. **Moraru, A.D.**, & Baca, E., (2015). Consumption Expenditure in Romania – between Present Constraints and Past Habits. Conferința Internațională „Present Issues of Global Economy”, Constanța, 18-20 iunie 2015. *Analele Universității Ovidius, Seria Științe Economice, XV(1)*, 552-555. Indexat RePEc, Doaj, EBSCO, CABELL Directories.

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Ri16. Muhcină, S., & **Moraru, A.D.** (2014). A Viewpoint on Economy Students' Perceptions Regarding the Promotion Process of Tourism Products Using Online Marketing. Conferința Internațională Knowledge Economy – Challenges of the 21st Century” Perspectives on 2020 - EUROPE, WHERE TO? 6-7 November 2014 Pitești. *Management Strategies Journal*, 26(4), 718-725. Indexat EconPapers (RePEC), DOAJ, Ideas;

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C3. **Moraru, A.-D.**, & Duhnea, C. (2021). *Abordări actuale privind teoria și practica de marketing*, 104 pagini, Editura Epigraf Chișinău, ISBN 978-9975-60-405-5.

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**Vi5.** Cristina Duhnea, Silvia Ghita-Mitrescu, **Andreea-Daniela Moraru**, *The future of European Economic and Monetary Union: challenges and solutions for a solid construction*, Conference on Reflecting on Europe's (Dis)Order - Scenarios for the EU's Future (EURINT) Location: Alexandru Ioan Cuza Univ Iasi, Iasi, ROMANIA Date: MAY 18-19, 2018, REFLECTING ON EUROPE'S (DIS)ORDER: SCENARIOS FOR THE EU'S FUTURE (EURINT 2018) Book Series: Eurint, indexat ISI CPCI;

**Vi6.** Silvia Muhcina, **Andreea-Daniela Moraru**, *”The Tour-Operators' Role in the Process of Creating and Promoting Cultural Tourism Products – An empirical study”*, 25th International Economic Conference – IECS 2018, Universitatea ”Lucian Blaga” Sibiu, 11-12 mai 2018;

**Vi7.** **Moraru Andreea-Daniela**, Cristina Duhnea, *”E-banking and customer satisfaction with banking services”* – susținută în plenul conferinței 23rd International Scientific Symposium Strategic Management and Decision Support Systems in Strategic Management, Subotica, Serbia, 26-27 aprilie 2018, publicat în volumul conferinței, ISBN 978-86-7233-372-5;

**Vi8.** **Moraru Andreea-Daniela**, Antohi Ionut, *”A Brief Account on Hysteresis in Marketing – Perceptions, Implications and Future Developments”*, The International E-Conference ”Enterprises in the Global Economy”, 2<sup>nd</sup> Edition, 21<sup>st</sup> June 2017, organizată de ”Ovidius” University of Constanta – Faculty of Economic Sciences (Romania); the Research Center in International Business and Economics (CCREI), from the Bucharest University of Economic Studies (ASE) –Romania, together with Romanian-American University, Bucharest, Romania; Cape Peninsula University of Technology, Cape Town, South Africa; Szczecin University from Poland, publicat, FILODIRITTO INTERNATIONAL PROCEEDINGS, 2017, ISBN 978-88-95922-97-3, pp.81-85, indexat ISI CPCI;

**Vi9.** **Andreea-Daniela Moraru**, Alina Barbulescu, Cristina Duhnea, *”A Case Study on Challenges and Perspectives of Ecolabelling in the Romanian Seaside Hotel Industry”*, Conferința Internațională EcoSummit 2016, Montpellier (Franța), 29 August - 2 Septembrie 2016 – poster presentation;

**Vi10.** **Moraru Andreea-Daniela**, *„Consumption and Consumers in the Present Economic Context”*, conferința internațională Business Trends, 15-16 noiembrie 2012, Plzen, Cehia, publicat în Business Trends nr.3/2012, ISSN 1805-0603, Facultatea de Economie, Universitatea din Plzen, Cehia, pp.13-18;

**Vi11.** **Moraru Andreea-Daniela**, *”Consumption and Income - How Persistent is the Influence of the Past? The Case of Romania”*, publicat în volumul conferinței International Conference on Applied Business and Economics, University of Cyprus, 11-13 octombrie 2012;

**Vi12.** **Moraru Andreea-Daniela**, *”Hysteresis in the Field of Economics. An Overview”*, publicată în volumul conferinței internaționale KBO 2012 – ”The 18<sup>th</sup> International Conference The Knowledge-Based Organization”, Academia Forțelor Terestre ”Nicolae Bălcescu”, Sibiu, 14-16 iunie 2012, indexată ISI CPCI;



Vi13. **Moraru Andreea-Daniela**, *"Consumer Behaviour and the Impact of the Global Crisis: Does the Crisis Have Lasting Effects?"*, prezentat în cadrul 14th INFER Annual Conference, University of Coimbra, Portugal, 10-12 mai 2012;

Vi14. Jugănaru Mariana, Jugănaru Ion-Dănuț, **Moraru Andreea**, *"50 Years of Activity to Incorporate the "Dobrogea" Brand"*, publicat în volumul conferinței internaționale IECS 2012, 19th International Economic Conference, The Persistence of the Global Economic Crisis: Causes, Implications, Solutions, Universitatea "Lucian Blaga" Sibiu, 15 iunie 2012;

Vi15. **Moraru Andreea-Daniela**, Ion-Dănuț Jugănaru, *"Consumer Behaviour: Does History Matter?"*, publicat în volumul conferinței internaționale IECS 2012, 19th International Economic Conference, The Persistence of the Global Economic Crisis: Causes, Implications, Solutions, Universitatea "Lucian Blaga" Sibiu, 15 iunie 2012;

**DIRECTOR/MEMBRU PROIECTE INTERNAȚIONALE DE CERCETARE-DEZVOLTARE, EDUCAȚIONALE ȘI DIN FONDURI STRUCTURALE**

Pci1. **Moraru Andreea-Daniela** (Expert economist în relații economice internaționale, 1.06.2021-17.12.2021) - Proiect "The Adaptation Guide to Educational System & Social Life for International Students", cod 2019-1-TR01-KA205-073529, durata 36 luni, data încheierii contractului nov 2019, valoarea 201746 Eur;

Pci2. **Moraru Andreea-Daniela** (Coordonator promovare, în perioada mai-septembrie 2017) – „Joint services and initiatives for sustainable employment and labor mobility in the cross-border area of Dobrich district and Constanta county” – LAB MOBILE, cod proiect 16.4.2.026, finanțat prin PROGRAMUL INTERREG V-A ROMANIA BULGARIA, perioadă de implementare 18 mai 2017 – 17 mai 2019, buget total proiect 711 301,33 EUR, buget UOC 171 268,84 Eur;

Pci3. **Moraru Andreea-Daniela** (Coordonator proiect) - "Improvement of the Conditions for Employment of Youth in the Tourism Sector" – ICEYTS, cod proiect 16.4.2.017, finanțat prin PROGRAMUL INTERREG V-A ROMANIA BULGARIA, perioadă de desfășurare 18 mai 2017-17 martie 2019, buget total proiect 336 999, 23 Eur, buget UOC 97 550,63 Eur;

Pci4. **Moraru Andreea-Daniela** (Cercetător, Manager comunicare) - „Danube Ports Network, DAPhNE”, DTP1-196-3.1, finanțat prin Programul Danube Transnational Programme, perioadă de desfășurare ianuarie 2017 – iunie 2019, buget total proiect 2 985 406,15 Eur, buget UOC 92 797 Eur;

Pci5. **Moraru Andreea-Daniela** (cercetător) - "Business and Competitive Intelligence for Entrepreneurship" - CIEN, Contract nr. 2016-1-RO01-KA203-024798, Programul Erasmus+, Acțiunea Cheie 2-Parteneriate strategice, perioadă de implementare 1 octombrie 2016 – 30 septembrie 2018, buget total proiect 136 006 Eur, buget UOC 26 865 Eur;

Pci6. **Moraru Andreea-Daniela** (Manager de proiect) - TRANS-TOUR-NET „Creation and Marketing of Pilot Cross-border Tourist Products in Dobrudzha” 1-3.1-15, Cod MIS-ETC 37, finanțat prin Programul de Cooperare Transfrontalieră România-Bulgaria 2007-2013, durata 18 luni, perioadă de desfășurare septembrie 2010-martie 2012, buget total proiect 346 257,50 Eur, buget UOC 25 068 Eur;

Pci7. **Moraru Andreea-Daniela** (cercetător, Manager financiar) - IPR for SEE "Intellectual Property Rights for SEE", finanțat prin Programul South East Europe Transnational Cooperation Programme (SEE), proiect AF/A/437/1.2 X, perioadă de desfășurare martie 2009-decembrie 2011, buget total proiect 1 366 470,60 Eur, buget UOC 100 000 Eur;

**DIRECTOR/MEMBRU PROIECTE NAȚIONALE DE CERCETARE-DEZVOLTARE, EDUCAȚIONALE ȘI DIN FONDURI STRUCTURALE**

Pcn1. **Moraru Andreea-Daniela** (15.04.2021-8.06.2021 – Expert formator) – Proiect "Angajați performanți" – POCU/464/3/12/128105

Pcn2. **Moraru Andreea-Daniela** (23.03.2021 – 04.06.2021 – Mentor) – Proiect ROSE "Centru de Învățare SAPIENTIA-OVIDIUS", Acord de grant nr. 106/ SGU/CI/II din 18.12.2018ROSE

Pcn3. **Moraru Andreea-Daniela** (Specialist marketing) Proiect CNFIS-FDI-2020-0648 ”Intensificarea inițiativelor de internaționalizare în Universitatea ”Ovidius” din Constanța – educație și cercetare într-un mediu multicultural internațional”, mai-decembrie 2020, buget total UOC 260500 lei;

Pcn4. **Moraru Andreea-Daniela** (Director proiect) Proiect CNFIS-FDI-2020-0652 “Echitate socială și competitivitate în parteneriat cu mediul socio-economic într-o universitate europeană modernă” – SMART – COMPETE, mai-decembrie 2020, buget total UOC 284000 lei;

Pcn5. **Moraru Andreea-Daniela** (Specialist marketing) Proiect CNFIS-FDI-2019-0753 ”Inițiative pentru internaționalizare în cadrul Universității ”Ovidius” din Constanța – educație și cercetare într-o universitate multiculturală”, iunie-decembrie 2019;

Pcn6. **Moraru Andreea-Daniela** (Director proiect) Proiect CNFIS-FDI-2019-0723 “Creșterea competitivității tinerilor pe piața forței de muncă prin acces la studii universitare și pregătire profesională continuă” – OVID-COMPETE, iunie-decembrie 2019;

Pcn7. **Moraru Andreea-Daniela** (Expert coordonator comunicare și diseminare) – CNFIS-FDI-2018-0453 ”Măsuri active pentru internaționalizare în cadrul Universității Ovidius din Constanța – educație și cercetare fără frontiere”, perioadă de desfășurare mai – decembrie 2018, buget total UOC 193 940 Lei;

Pcn8. **Moraru Andreea-Daniela** (Director proiect) – CNFIS-FDI-2017-0599 ”Fii SMART, fii student!”; perioadă de desfășurare 1 septembrie – 15 decembrie 2017, buget total UOC 80930,351 Lei;

Pcn9. **Moraru Andreea-Daniela** (expert simulare afaceri) - ”SIMPRACT- Tranziția de la școală la viața activă prin practică și crearea de întreprinderi simulate”, POSDRU/160/2.1/S/138113, perioadă de desfășurare aprilie 2014-decembrie 2015, buget total proiect 17 384 209, 71 Lei, buget UOC 1 364 727, 57 Lei;

Pcn10. **Moraru Andreea-Daniela** (expert simulare) - ”Acces real la piața muncii prin întreprinderea simulată”, POSDRU/90/2.1/S/63442, perioadă de desfășurare 2010-2013, 36 de luni, buget total proiect 11 211 111,86 Lei, buget UOC 5 838 770 Lei;

## **TEZA DE ABILITARE**

T1. *IT IS ALL ABOUT BEHAVIOURS. RESEARCH ON CUSTOMER SATISFACTION, MARKET ORIENTATION, AND HYSTERESIS – BETWEEN RESTRAINTS PAST AND CHALLENGES YET TO COME.* Susținută public la data de 15.01.2021, Universitatea Al.I.Cuza din Iași. Atestat de abilitare în domeniul de studii universitare de doctorat Marketing, O.M. 3411/03.03.2021.

Data ultimei actualizări:  
10/10/2022

Semnătura  
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