

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. Juganaru, M., Juganaru, I.D., **Moraru, A.-D.**, Duhnea, C. (2025). When "More" Is "Too Much"—A Study on Tourists' Perception Regarding Beach Restoration in Mamaia on the Romanian Black Sea Coast. *Sustainability*, 17(3), 922, WOS:001419475600001  
<https://www.mdpi.com/2071-1050/17/3/922>

ISI2. Cristina Duhnea, **Andreea-Daniela Moraru**, Constantin Ilie, Ionut Antohi, Margareta Ilie, Silvia Ghita-Mitrescu (2024). Through the Lens of the Community: Residents' Perception on Tourists' Behavior in Constanta City, Romania, *Transformations in Business & Economics*, Vol.23, No 1 (61), WOS:001261511300003.

ISI3. **Moraru, A.-D.**, Duhnea, C., Micilă, 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>  
WOS:000787169700001

ISI4. 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>  
WOS:000754322500007

ISI5. **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>  
[https://apps-webofknowledge.com/full\\_record.do?product=WOS&search\\_mode=GeneralSearch&qid=1&SID=F4xXL2HthZdy3sl1zSH&page=1&doc=2](https://apps-webofknowledge.com/full_record.do?product=WOS&search_mode=GeneralSearch&qid=1&SID=F4xXL2HthZdy3sl1zSH&page=1&doc=2)  
WOS:000611739400001

ISI6. 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  
[http://apps.webofknowledge.com/full\\_record.do?product=WOS&search\\_mode=GeneralSearch&qid=7&SID=C2Rt7EtFdm8tx3GEZyb&page=1&doc=2](http://apps.webofknowledge.com/full_record.do?product=WOS&search_mode=GeneralSearch&qid=7&SID=C2Rt7EtFdm8tx3GEZyb&page=1&doc=2)

ISI7. **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

DOI: 10.1080/1331677X.2018.1498365

WOS:000458478900010

[http://apps.webofknowledge.com/full\\_record.do?product=WOS&search\\_mode=GeneralSearch&qid=7&SID=C2Rt7EtFdm8tx3GEZyb&page=1&doc=1](http://apps.webofknowledge.com/full_record.do?product=WOS&search_mode=GeneralSearch&qid=7&SID=C2Rt7EtFdm8tx3GEZyb&page=1&doc=1) ;

ISI8. **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

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

ISI9. 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

WOS:000438007500005

[https://apps.webofknowledge.com/full\\_record.do?product=WOS&search\\_mode=GeneralSearch&qid=10&SID=C4aohPVx9aiPhWtyOZV&page=1&doc=2](https://apps.webofknowledge.com/full_record.do?product=WOS&search_mode=GeneralSearch&qid=10&SID=C4aohPVx9aiPhWtyOZV&page=1&doc=2)

ISI10. **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

WOS: 000418877400005

[https://apps.webofknowledge.com/full\\_record.do?product=WOS&search\\_mode=GeneralSearch&qid=10&SID=C4aohPVx9aiPhWtyOZV&page=1&doc=4](https://apps.webofknowledge.com/full_record.do?product=WOS&search_mode=GeneralSearch&qid=10&SID=C4aohPVx9aiPhWtyOZV&page=1&doc=4)

ISI11. 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

WOS: 000418877400006

[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;

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

- Ri1. Duhnea, C., **Moraru A.-D.** (2024). Beyond Borders: Exploring International Students Satisfaction. The case of an Eastern European University. Annals of "Dunarea de Jos" University - Fascicle I. Economics and Applied Informatics, No.3.
- Ri2. Duhnea, C., **Moraru A.-D.** (2025). Financial Support as a Pillar of Internationalization in Higher Education: Enhancing Mobility and Global Collaboration. Annals of "Dunarea de Jos" University - Fascicle I. Economics and Applied Informatics, No.1.
- Ri3. Duhnea, C., **Moraru A.-D.** (2024). STUDY ON THE DETERMINANTS OF CONSUMER SATISFACTION WITH DIGITAL BANKING SERVICES PROVIDED BY BANKS - EVIDENCE FROM ROMANIA Analele Universității Universitatea "Constantin Brâncuși" din Târgu-Jiu, Seria Economie, nr.1/2024
- Ri4. Miloș (Ilie), C.A, **Moraru, A.-D.** (2023). The Impact of Major Crises on the Behaviour of the Consumer of Tourism Services - A Perspective on the Impact of the Covid-19. Crisis OVIDIUS UNIVERSITY ANNALS ECONOMIC SCIENCES SERIES, XXIII (1), pp.696-702
- Ri5. **Moraru, A.D.**, Ilie M. (2022). Analysing the impact of e-banking and socio-demographic factors on customer satisfaction with banking services using graphical visualization. Analele Universității Dunarea de Jos din Galați, vol3., pp.149-156,
- Ri6. **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.
- Ri7. 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
- Ri8. **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.
- Ri9. Jugănar, M., & **Moraru, A.D.** (2020). Higher Education Graduates' Cross-Cutting Skills and Employability. Analele Universității Ovidius, Seria Științe Economice, XX(2), 709-713.
- Ri10. 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.
- Ri11. 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.
- Ri12. 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.
- Ri13. **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.
- Ri14. Muhcina, S., & **Moraru, A.D.** (2016). Educational Marketing Challenges - Universities And Graduates' Employment. A Case Study. Annales Universitatis Apulensis Series Oeconomica, I(18).
- Ri15. Muhcina, S., & **Moraru, A.D.** (2016). A View on Marketing Communications in Cultural Services Area. Revista Română de Marketing, 11(3), 134-152.
- Ri16. 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.
- Ri17. 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.

Ri18. **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.

Ri19. 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).

#### CĂRȚI/CURSURI PUBLICATE ÎN EDITURI NAȚIONALE RECUNOSCUTE

C1. **Moraru, A.-D.** (2018). *Introducere în relații publice*, 167 pagini. Editura Universitaria Craiova. ISBN 978-606-14-1373-7.

C2. **Moraru, A.-D.** (2021). *Introducere în relații publice*, ediția a II-a adăugită și revizuită, 178 pagini. Editura Universitaria Craiova. ISBN 978-606-14-1724-7.

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.

C4. Duhnea, C., Schipor, G.-L., **Moraru, A.-D.** (2022). *Instrumente și tehnici de plată utilizate în afacerile internaționale – repere teoretice și aspecte practice*, 152 pagini, Editura Epigraf Chișinău, ISBN 978-9975-60-441-3.

#### CAPITOLE ÎN VOLUME COLECTIVE PUBLICATE ÎN EDITURI INTERNAȚIONALE RECUNOSCUTE

D1. **Moraru, A.-D.**, & Duhnea, C. (2018). Assessing Customer Satisfaction with Banking Services Using 3D Mathematical Representations. În B. Krstic (Ed.), *Strengthening the Competitiveness of Enterprises and National Economies – Thematic collection of papers of international significance* (pp.19-37). University of Nis, Serbia. ISBN 978-86-6139-154-5.

D2. Muhcină, S., & **Moraru, A.-D.** (2018). The Tour-Operators’ Role in the Process of Creating and Promoting Cultural Tourism Products – An empirical study. În R. Orăștean, C. Ogorean, & S.C. Mărginean (Eds.), *Innovative Business Development – A Global Perspective* (pp.209-218). Springer Proceedings in Business and Economics. Springer Nature. ISBN 978-3-030-01877-1.

D3. Juganaru, M., Juganaru, I.D., **Moraru, A.-D.** (2024). Online Economic Higher Education in a Multidisciplinary University in Romania—Challenges During the COVID-19 Pandemic and the Consequences of Returning to Traditional Face-To-Face Interaction. În Silvia Puiu, Samuel O. Idowu (Eds.), *Online Education During COVID-19 and Beyond. Opportunities, Challenges and Outlook* (pp.143-160). Springer Cham. <https://doi.org/10.1007/978-3-031-49353-9>

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

Vi1. Ilie, C., Ilie, M., **Moraru, A.D.** (2021, May). FREE ONLINE PROCESS SIMULATOR FOR SMALL AND MEDIUMSIZED ENTERPRISES PROCESSES. CASE STUDY: BPSIMULATOR [Paper presentation]. 3rd International Conference DECISION MAKING FOR SMALL AND MEDIUM-SIZED ENTERPRISES. În Jarmila ŠEBESTOVÁ, Roman ŠPERKA, Petr SUCHÁNEK, Šárka ČEMERKOVÁ, Žaneta RYLKOVÁ, Kateřina MATUŠÍNSKÁ, Radka BAUEROVÁ, Jiří MAZUREK and Radim DOLÁK (Eds.) *3rd International conference on Decision making for Small and Medium-Sized Enterprises. Conference Proceedings*, pp. 241-250. Silesian University in Opava, School of Business Administration in Karviná.

Vi2. Popovici, I., Cotrumba, M., **Moraru, A.D.**, & Caraivan, M. (2021, March). BIDIRECTIONAL TRANSFER OF QUALITY, COMMUNICATION AND GOOD PRACTICES BETWEEN THE ONSHORE – OFFSHORE INDUSTRIAL DOMAIN AND THE REPRESENTATIVE UNIVERSITY UNDERGRADUATE FIELDS [Paper presentation]. 15th International Technology, Education and Development Conference, INTED 2021/8-9 March, 2021.

**Vi3.** Juganaru, M., Juganaru, I.D., & **Moraru, A.-D.** (2020, September). The COVID-19 Generated Crisis and the Impact on the Higher Education in the Field of Economics [Paper presentation]. XIV. IBANESS Congress Series on Economics, Business and Management – Plovdiv / Bulgaria, septembrie 2020.

**Vi4.** Ghita-Mitrescu, S., Duhnea, C, **Moraru, A.-D.**, & Ilie, M. (2019, December). E-banking and Fintech Companies' Services in Cutomers' Perception [Paper Presentation]. In M. Stankovic & V. Nikolic (Eds.). *Proceedings of the 1st Virtual International Conference Path to a Knowledge Society-Managing Risks and Innovation*, pp.191-198. Research and Development Center „ALFATEC”, Nis, Serbia, Complex System Research Center, Nis, Serbia.

**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;

#### **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 ”Măsurile 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) - ”SIMPRAC- 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.

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Semnătura  
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