

Universitatea Babeș-Bolyai  
Facultatea de Business  
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## **L I S T A**

### **lucrărilor științifice în domeniul disciplinelor din postul didactic**

#### **A. Teza de doctorat**

**Fleșeriu C.**, „*Strategii de internaționalizare a lanțurilor hoteliere*”

#### **B. Cărți și capitole în cărți publicate în ultimii 10 ani**

1. **Fleșeriu C.**, „*Strategii de internaționalizare a lanțurilor hoteliere în România*”, Editura Presa Universitară Clujeană, Cluj-Napoca, 2014 (ISBN: 978-973-595-708-7).
2. **Fleșeriu C.**, Cosma S.-A., Bota M., „*Cluj-Napoca European Youth Capital: Why to Attend a Major Event*”, in *Innovative Approaches to Tourism and Leisure*, Springer International Publishing, 2018 (ISBN: 978-3-319-6760-9).
3. Bocăneț, V. I., **Fleșeriu C.**, „Modern Technologies Used in Education”, în *Developing Technology Mediation in Learning Environments*, editori Filomena Soares, et al., IGI Global, 2020, pp. 190-205, <http://doi:10.4018/978-1-7998-1591-4.ch011>.
4. Melo, C., Vasconcelos, S., Liberato, D., Silva, C., Amaral, P., Negrușă, A.-L., Cosma, S. A., **Fleșeriu, C.**, „Creating Collaborative Research Opportunities at a Distance: From Porto to Cluj-Napoca”, în Reis A., Barroso J., Lopes J.B., Mikropoulos T., Fan CW. (eds) *Technology and Innovation in Learning, Teaching and Education*, Springer, Cham, 2021, vol 1384, pp. 380-388, [https://doi.org/10.1007/978-3-030-73988-1\\_30](https://doi.org/10.1007/978-3-030-73988-1_30).

#### **C. Lucrări indexate ISI/BDI publicate în ultimii 10 ani**

##### **Articole în reviste ISI**

1. Cosma S.-A., **Fleșeriu C.**, Bota M., *Hotel chain's strategic options to penetrate the Romanian market*, Social\_Sciences\_Citation, AMFITEATRU ECONOMIC, Vol. XVI, Special No. 8, November, 2014, P.1352 - 1365
2. Cosma S.-A., Bota M., **Fleșeriu C.**, Negrușă A.-L., Toader V., Rus R.-V., *Some Considerations Regarding Motivations and Overall Perceptions on Film Festivals*, AMFITEATRU ECONOMIC, Vol. XI, Special No. 10, 2016, pp. 929-943, ISSN: 1582-9146
3. Cosma S.-A., Zerva K., Bota M., **Fleșeriu C.**, *A Study On the Romanians' Profile Among Leisure Activities*, AMFITEATRU ECONOMIC, Vol. XX, Special No. 12, 2018, pp. 920-934, ISSN: 1582-9146.

4. Cosma, S., Bota, M., **Fleșeriu, C.**, Morgovan, C., Văleanu, M., Cosma, D., „Measuring Patients’ Perception and Satisfaction with the Romanian Healthcare System”, *Sustainability*, 2020, Volume 12, Issue 4, 1612, <https://doi.org/10.3390/su12041612>.
5. **Fleșeriu, C.**; Cosma, S.A.; Bocăneț, V. „Values and Planned Behaviour of the Romanian Organic Food Consumer”, *Sustainability*, 2020, Volume 12, Issue 5, 1722, <https://doi.org/10.3390/su12051722>.
6. **Fleșeriu, C.**; Duma, F.S.; Nistor, I.A.; Păun, D. „The Sustainability of International Accreditations and Their Impact on Students’ Choices in Selecting the Universities”, *Sustainability*, 2020, Volume 12, Issue, 16, 6480, <https://doi.org/10.3390/su12166480>.
7. Savin, G. D., **Fleșeriu, C.**, Batrancea, L. Eye tracking and tourism research: A systematic literature review, *Journal of Vacation Marketing*, 2021, ISSN: 1356-7667, <https://doi.org/10.1177%2F13567667211053387>.
8. Badea, A., Paun, N., **Fleșeriu, C.**, Paun, D. Changing Times: The Impact of Digitalization on the Behavior of Professionals and Their Perception towards Development, *Behavioral Sciences*, 2022, Volume 12, Issue 5, 139; <https://doi.org/10.3390/bs12050139>.
9. Kostelić Katarina, **Fleșeriu, C.** Causal Agency and Influences on Transitional Choices: Comparison of Croatian and Romanian Youth, *Economics & Sociology*, 2023, Volume 16, Issue 2, doi:10.14254/2071-789X.2023/16-2/1.
10. **Fleșeriu, C.**, Kostelic, K., Bocanet, V. Consumer Ethnocentrism Influence in Choosing a Hotel in Domestic Tourism-Evidence from Romania and Croatia., *Ekonomski vjesnik/Econviews - Review of Contemporary Business, Entrepreneurship and Economic Issues*, Volume 36, Issue 1, <https://doi.org/10.51680/ev.36.1.14>.

#### **Articole în reviste indexate BDI**

11. **Fleșeriu, C.**, Cosma, S., Bota, M., Approaching the world: main largest hotel groups strategies, *Romanian Economic Business Review*, 2014, vol. 9, issue 4, pages 35-52, ISSN: 1842-2497, indexat în BDI: EconLit, IDEAS/RePEc database, EconPapers and Index Copernicus, <http://www.rebe.rau.ro/REBE-WI14.pdf>.
12. Cosma S., Paun D., Bota M., **Fleșeriu C.**, Innovation – a useful tool in the rural tourism in Romania, *Procedia – Social and Behavioral Sciences*, No. 148, 2014, pp. 507-515.
13. Cosma, S.A., **Fleșeriu, C.**, Bota, M., Nedelea, A., Aspects of Romanian marketing environment for international hotel chains, *Ecoforum Journal*, 2015, Vol. 4, No. 1, pag. 38-45, ISSN: 2344-2174, indexat în BDI: RePec, EBSCO, DOAJ, Erih+ etc., <http://www.ecoforumjournal.ro/index.php/eco/article/view/100>.
14. Cosma, S., Bota, M., **Fleșeriu, C.**, Evolution Analysis of the Hotel Industry from Cluj-Napoca, *ECONOMIC INSIGHTS – TRENDS AND CHALLENGES*, Vol. IV(LXVII) No. 4/2015, ISSN: 2284-8576, indexat în BDI: EconLit, EBSCO, DOAJ, CABELL’S, Ulrich’s etc., [http://www.upg-bulletin-se.ro/archive/2015-4/10.Cosma\\_Bota\\_Fleșeriu.pdf](http://www.upg-bulletin-se.ro/archive/2015-4/10.Cosma_Bota_Fleșeriu.pdf).
15. Cosma, S.-A., **Fleșeriu, C.**, Bota, M., Customers Relationship Considerations in Hotels Belonging to an International Chain, *International Journal of Economic Practices and*

Theories, Vol. 5, No.5, 2015, ISSN: 2247 – 7225, indexat în BDI: EconPapers, Repec, CABELL'S,

[http://www.ijept.org/index.php/ijept%20/article/view/Customers\\_Relationship\\_Considerations\\_in\\_Hotels\\_Belonging\\_to\\_an\\_International\\_Chain](http://www.ijept.org/index.php/ijept%20/article/view/Customers_Relationship_Considerations_in_Hotels_Belonging_to_an_International_Chain).

16. Cosma, S., **Fleșeriu C.**, Bota, M., Correlation between the penetration strategies and marketing mix of international hotel chains in Romania, REVIEW OF INNOVATION AND COMPETITIVENESS, Volume 2, Issue 1, 2016, ISSN: 1849-8795, indexat în BDI: Open Archives Initiative, Base, OAIster etc., [http://hrcak.srce.hr/index.php?show=clanak&id\\_clanak\\_jezik=229570](http://hrcak.srce.hr/index.php?show=clanak&id_clanak_jezik=229570).
17. Cosma, S.-A., Bota, M., **Fleșeriu, C.**, Gică, O.-A., Participant's motivation and perception on events, The USV Annals of Economics and Public Administration, Volume 17, No. 2, Issue 26, 2017, ISSN 2285-3332, indexat în RePec, EBSCO, DOAJ, Erih+ etc., <http://annals.seap.usv.ro/index.php/annals/article/viewArticle/1029>.
18. Pârvu, I. N., **Fleșeriu, C.**, Good practices in mountain tourism: a literature review, Revista de turism - studii și cercetări în turism, No. 25, 2018, ISSN: 1844-2994, indexat în RePec, EBSCO, DOAJ, Erih+ etc., <http://www.revistadeturism.ro/rdt/article/view/404>.
19. Hanganu, I., **Fleșeriu, C.**, Good practices for improving promotion and sales for Romanian ecological agricultural products, Timisoara Journal of Economics and Business, Volume 12, Issue 2, 2019, ISSN 2286-0991, indexat în RePec, EBSCO, DOAJ etc., <https://www.tjeb.ro/index.php/tjeb/article/view/321>.
20. Lifintsev, D., **Fleșeriu, C.**, Wellbrock, W., A study of the attitude of Generation Z to cross-cultural interaction in business, Informacijos mokslai, Volume 86, 2019, ISSN 1392-0561, indexat în Scopus, EBSCO, DOAJ etc., <https://www.journals.vu.lt/informacijos-mokslai/article/view/14493>.
21. Hanganu, I., **Fleșeriu, C.**, Promoting organic food products to the romanian consumers, The USV Annals of Economics and Public Administration, Volume 20, No. 1, Issue 31, 2020, ISSN 2285-3332, indexat în RePec, EBSCO, DOAJ, Erih+ etc., <http://annals.seap.usv.ro/index.php/annals/article/viewArticle/1215>.
22. Lifintsev D., **Fleșeriu, C.**, Wellbrock W. Digital communication skills: a five-country study of the attitude to online classes in universities, Estudos em Comunicacao, No. 35, 2022, indexat în EBSCO, DOAJ, Erih+, Scopus, <https://ojs.labcom-ifp.ubi.pt/ec/article/view/1067/pdf>.
23. **Fleșeriu, C.**, Lifintsev D., Jerónimo N. A., Tamulevičiūtė-Šekštelienė A. Students' Perceptions on YouTube as an Educational Tool in Teaching Cross-Cultural Communication, Pedagogika, Volume 151, No. 3, 2023, indexat în DOAJ, Erih+, Scopus, <https://ejournals.vdu.lt/index.php/Pedagogika/article/view/5289>.

**D. Lucrări publicate în ultimii 10 anii în reviste și volume de conferințe cu referenți (neindexate)**

**- Reviste**

1. Cosma Smaranda-Adina, Fleșeriu Cristina, Bota Marius, *New approaches of customers relationship in hotels belonging to an international chain*, BASIQ 2015 INTERNATIONAL CONFERENCE NEW TRENDS IN SUSTAINABLE BUSINESS AND CONSUMPTION, București, 2015, **Conferință internațională**
2. Cosma Smaranda-Adina, Bota Marius, Fleșeriu Cristina, *Exploring the influence of respondents' profile among leisure activities*, INFORMATION SOCIETY AND SUSTAINABLE DEVELOPMENT, 2016, Polovraci, **Conferință internațională**
3. Cosma Smaranda-Adina, Bota Marius, Fleșeriu Cristina, *Motivations in attending a major event: the case of Cluj-Napoca European Youth Capital*, INFORMATION SOCIETY AND SUSTAINABLE DEVELOPMENT, Polovraci, 2016, **Conferință internațională**

#### **Selecție cu maximum 20 lucrări în volume de conferințe**

1. **Fleșeriu C.**, Fleșeriu A., Marketing - Teorie și practica social-economică, Cunoaștere, Responsabilitate și Interes în Teoria și Practica Socială, Editura Argonaut, Cluj-Napoca, 2010, pag. 213-232, ISBN: 978-973-109-213-3
2. **Fleșeriu C.**, Lazin M., *The Basic Profile of the Urban Tourism Consumers which are using the International Hotel Chains in Romania*, Marketing - from Information to Decision, Editura Risoprint, Cluj-Napoca, 2010, pag. 143-152, ISSN: 2067-0338, ProQuest, EBSCO, CEEOL, <http://www.ceeol.com/aspx/issuedetails.aspx?issueid=49567b44-4e4a-4361-a496-e3e537e7324c&articleId=d65a3579-0b33-4f75-927c-4e7202b03553>
3. Morgovan C., Ghibu S., Bota M., **Fleșeriu C.**, Cosma S. A., Cost for diabetes mellitus care in Romania and the world in the interval 1998-2007, WSEAS International Conference on Economy and Management transformation, WSEAS Press, 2010, Vol. II, pag. 714-719, ISBN: 978-960-474-241-7, ISSN: 1792-5983, <http://www.wseas.us/e-library/conferences/2010/TimisoaraW/EMT/EMT2-48.pdf>
4. Cosma S. A., **Fleșeriu C.**, Factors influencing the selection of the hotel chains strategy of penetration into international markets, EMAC Regional Conference, Corvinus University of Budapest, Marketing and Media Institute, 2010, pag. 367-373, ISBN: 978-963-503-419-2
5. Cosma S. A., **Fleșeriu C.**, Morgovan C., Bota M., International hotel chain strategies used into the world compared with Romania, 5th WSEAS International Conference on Economy and Management transformation, WSEAS Press, 2010, Vol. II, pag. 726-731, ISBN: 978-960-474-241-7, ISSN: 1792-5983, <http://www.wseas.us/e-library/conferences/2010/TimisoaraW/EMT/EMT2-50.pdf>
6. **Fleșeriu C.**, Cosma S. A., Bota M., International hotel chain strategies used on the Romanian market, conferința ISI, International Conference Business Excellence 2012, Business Excellence Challenges during the Economic Crises, Editura Universității Transilvania din Brașov, 2012, Vol. 1, pag. 206-209, ISBN: 978-606-19-0103-6

7. Cosma S. A., **Fleșeriu C.**, Strategic approaches of international hotel chains to enter on the Romanian market, International Conference “European Integration – New Challenges” EINCO2012, University of Oradea Publishing House, 2012, pag. 923-928, ISSN: 1582-5450, indexat în BDI: RePec, EBSCO, DOAJ, SCIOPI, CABELL'S DIRECTORY OF PUBLISHING OPPORTUNITIES, <http://steconomiceuoradea.ro/anale/volume/2012/n1/083.pdf>
8. Cosma S. A., Bota M., **Fleșeriu C.**, Innovation – a differentiation tool in rural tourism, Entrepreneurship in the Hospitality Industry, Editura Risoprint, Cluj-Napoca, 2012, pag. 1-6
9. **Fleșeriu, C.**, Bota, M., Okumus, F., Cosma, S., The main largest hotel groups strategies in penetrating foreign markets, Proceedings of the International Conference Entrepreneurship In The Hospitality Industry, third edition, Trends in Hospitality, October 9th-11th, 2014, Cluj-Napoca, România, Editors: Smaranda Cosma, Mihaela Tutunea, Crina Petrescu, Risoprint, ISBN: 978-973-53-1395-1, pag. 20-30.
10. **Fleșeriu, C.**, Bota, M., Cosma, S., Nedelea, A., Perceived opportunities and risks of international hotel chains on the Romanian market, Proceedings of the International Conference Entrepreneurship In The Hospitality Industry, third edition, Trends in Hospitality, October 9th-11th, 2014, Cluj-Napoca, România, Editors: Smaranda Cosma, Mihaela Tutunea, Crina Petrescu, Risoprint, ISBN: 978-973-53-1395-1, pag. 175-182.
11. Cosma, S., Bota, M., **Fleșeriu, C.**, Cosma, D., Patients' satisfaction with Romanian healthcare system, Proceedings of the International scientific symposium “Information society and sustainable development”, IInd Edition, 2015, pag. 33, ISBN 978-973-144-637-0 Academica Brâncuși House Publisher.
12. Cosma, S., **Fleșeriu, C.**, Bota, M., Bota, M., Exploratory study regarding tourism destination governance, Proceedings of the International scientific symposium “Information society and sustainable development”, IInd Edition, 2015, pag. 31, ISBN 978-973-144-637-0 Academica Brâncuși House Publisher.
13. **Fleșeriu, C.**, Cosma, S., Bota, M., Policies and strategies used by international chains in hotels owned in Romania, Proceedings of the international scientific symposium information society and sustainable development, IInd Edition, 2015, pag. 232, ISBN 978-973-144-637-0 Academica Brâncuși House Publisher.
14. Cosma, S., **Fleșeriu, C.**, Bota, M., Marketing mix strategies of international hotel chains on Romanian market, Proceedings of The 7th International conference "European Union future perspectives: innovation, entrepreneurship and economic policy", 21-23 May, 2015, Croatia, pag. 90.
15. Cosma, S., **Fleșeriu, C.**, Bota, M., New approaches of customers relationship in hotels belonging to an international chain, BASIQ 2015 INTERNATIONAL CONFERENCE NEW TRENDS IN SUSTAINABLE BUSINESS AND CONSUMPTION PROCEEDINGS PAPERS, 2015, BUCHAREST, ROMANIA, Editura ASE, pag. 314-321, ISSN 2457-483X, ISSN-L 2457-483X.
16. Negrusa A.-L., Toader V., Rus R.-V., Cosma S.-A., Bota M., **Fleșeriu C.**, The analysis of Tiff's participants perceptions on event's sustainability, ENTREPRENEURSHIP IN THE

HOSPITALITY INDUSTRY 4 th edition, Editura Risoprint, Cluj-Napoca, 2016, Conferință internațională

17. **Fleșeriu, C.**, Cosma, S.-A., Bota, M., Bocăneț V. I., The influence of age on how romanians choose a hotel, EHI'18, Generational impact in the Hospitality Industry, Editura Risoprint, Cluj-Napoca, 2018.
18. Cosma, S.-A., Berntzen, L., **Fleșeriu, C.**, Căzan, I.-C., Exploratory study regarding tourism destination governance, EHI'18, Generational impact in the Hospitality Industry, Editura Risoprint, Cluj-Napoca, 2018.

**Data: 10.01.2024**

**Semnătura:**

