

Instituția de învățământ superior Academia de Studii Economice din București
 Facultatea Marketing
 Departamentul Marketing
 Poz. Postului 123 Disciplina(e) postului: Marketing
 Domeniul Marketing

Fișa de verificare a îndeplinirii standardelor pentru ocuparea postului de ASISTENT UNIVERSITAR pe perioadă nedeterminată

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Candidat ORÎNDARU R. Andreea Data nașterii: 14 mai 1989

Funcția actuală: _ Data numirii în funcția actuală: _

Instituția: _

1. Studiile universitare de licență

Nr. crt.	Instituția de învățământ superior și facultatea absolvită	Domeniul	Perioada	Titlul acordat
1.	Academia de Studii Economice din București, Facultatea de Marketing	Marketing	2008-2011	Licențiat în științe economice
2.	Universitatea Româno-Americană, Facultatea de Economie a Turismului Intern și Internațional	Administrarea Afacerilor	2008-2012	Licențiat în științe economice

2. Studiile universitare de masterat

Nr. crt.	Instituția de învățământ superior și programul de masterat absolvit	Domeniul	Perioada	Titlul acordat
1.	Academia de Studii Economice din București Managementul Marketingului	Marketing	2011-2013	Master
2.	Academia de Studii Economice din București, Comunicare în Limba Engleză pentru Predare și Cercetare Economică	Economie și Afaceri Internaționale	2013-2015	Master

3. Studiile de doctorat

Nr. crt.	Instituția organizatoare de doctorat	Domeniul	Perioada	Titlul științific acordat
1.	Academia de Studii Economice din București	Marketing	2013-2016	Doctor

4. Realizările profesional-științifice

Nr. Crt.	Domeniul activității	Tipul activității	Categorie	Activitate	Punctaj
1	Activitate de cercetare (A2)	2.1.2 Articol care prezintă contribuții științifice originale, in extenso, publicat într-o revistă indexată de cel puțin 2 din bazele de date internaționale recunoscute		<p>Andreea ORÎNDARU - <i>Changing perspectives on students in higher education</i>, 22nd International Economic Conference (IECS 2015), Procedia Economics and Finance, Vol. 27, 2015, pp. 682-691, Sibiu, 15 – 16 mai 2015, ISSN: 2212-5671 http://ac.els-cdn.com/S2212567115010497/1-s2.0-S2212567115010497-main.pdf?_tid=a6d29072-5199-11e7-a5f3-00000aacb35f&acdnat=1497510782_7b11e8cabff9ee90aa80ed8e9b65704d</p>	6
				<p>Andreea ORÎNDARU – <i>Developing marketing higher education strategies based on students' satisfaction evolution in time</i>, 15th EBES (Eurasia Business and Economics Society) Conference, Romanian Economic Journal, Vol. XVIII, Nr. 57, 2015, pp. 167-182, Lisabona, 8 – 10 ianuarie 2015, ISSN 1454-4296 http://www.rejournal.eu/sites/rejournal.versatech.ro/files/articole/2015-09-23/3298/y2orindaru.pdf</p>	6
				<p>Andreea ORÎNDARU - <i>Building University Brand through Specific Marketing Instruments</i>, Marketing and Business Development Conference, International Journal of Economic Practices and Theories, Vol. 4, Nr. 2, 2014, București, 21 – 24 noiembrie 2013, e-ISSN 2247-7225 http://www.ijept.org/index.php/ijept%20/article/view/Building_University_Brand_through_Specific_Marketing_Instruments</p>	6
				<p>Rodica Pamfilie, Bogdan Onete, Robert Bumbac, Andreea ORÎNDARU - <i>Open minded companies for better innovation performance</i>, 12th International Commodity Science Conference „Current Trends in Commodity Science”, Polish Journal of Commodity Science, Vol. 4. Nr. 37, pp. 22-30, Poznan, 16 – 19 septembrie 2013, ISSN 1733-747X http://www.tpj.uniwersytetradom.pl/images/pelne/04_37_2013.pdf</p>	6/4=1,5
		2.1 Articole care prezintă contribuții științifice originale, in extenso, publicate de candidat ca autor sau coautor, în reviste cotate ISI sau BDI*		<p>Andreea ORÎNDARU, Maria Floriana Popescu - <i>PhD student's satisfaction and the relationship with the economic and social environment</i>, 15th EBES (Eurasia Business and Economics Society) Conference, Lisabona, 8 – 10 ianuarie 2015 https://dspace.uevora.pt/rdpc/bitstream/10174/16779/1/15th%20EBES%20Conference%20AG%20full%20book.pdf</p>	4/2=2
				<p>Andreea ORÎNDARU - <i>Changing perspectives on students in higher education</i>, 22nd International Economic Conference (IECS 2015), Procedia Economics and Finance, Vol. 27, 2015, pp. 682-691, Sibiu, 15 – 16 mai 2015, ISSN: 2212-5671 http://apps.webofknowledge.com/full_record.do?product=WOS&search_mode=GeneralSearch&qid=3&SID=R11cYGqggCI4SeJ5Ni&page=1&doc=1&cacheurlFromRightClick=no</p>	4
				<p>Cristina Veronica Partenie, Andreea ORÎNDARU, Robert Bumbac – <i>The Bologna Process: Between past reforms and the innovative future</i>, SGEM Conference on Social Sciences and Arts, 1st-10th September, 2014, Proceedings of SGEM Conference on Psychology and Psychiatry, Sociology and Healthcare, Education, Vol. 3, 2014, pp. 871-878 Section Education and Educational Research, Albena, 1 – 10 septembrie 2014, ISBN 978-619-7105-24-7 și ISSN 2367-5659 http://apps.webofknowledge.com/full_record.do?product=WOS&search_mode=GeneralSearch&qid=3&SID=R11cYGqggCI4SeJ5Ni&page=1&doc=3&cacheurlFromRightClick=no</p>	4/3=1,33
				<p>Laurențiu-Dan Anghel, Andreea ORÎNDARU – <i>Measuring students' satisfaction as part of the marketing higher education strategies</i>, SGEM Conference on Social Sciences and Arts, 1st-10th September, 2014, Proceedings of SGEM Conference on Psychology and Psychiatry, Sociology and Healthcare, Education, Vol. 3, 2014, pp. 533-539 Section Education and Educational Research, Albena, 1 – 10 septembrie 2014, ISBN 978-619-7105-24-7 și ISSN 2367-5659 http://apps.webofknowledge.com/full_record.do?product=WOS&search_mode=GeneralSearch&qid=3&SID=R11cYGqggCI4SeJ5Ni&page=1&doc=2&cacheurlFromRightClick=no</p>	4/2=2
				<p>Rodica Pamfilie, Andreea ORÎNDARU, Robert Bumbac – <i>Is e-learning a genuine setting changer for the education field?</i>, The 10th International Scientific Conference „e-Learning and software for education”, pp. 371-377, București, 24 – 25 aprilie 2014, ISSN 2343-7669 http://apps.webofknowledge.com/full_record.do?product=WOS&search_mode=GeneralSearch&qid=3&SID=R11cYGqggCI4SeJ5Ni&page=1&doc=4&cacheurlFromRightClick=no</p>	4/3=1,33
				<p>Rodica Pamfilie, Andreea ORÎNDARU, Robert Bumbac - <i>Marketing and innovation as main instruments for self-centered student education</i>, International Conference on</p>	4/3=1,33

			<p>Education and Educational Research EER 2013, Special Issue of Journal Advances in Education Sciences, vol. 1, pp. 197-203, Singapore, 11 – 12 august 2013, ISBN 978-981-07-5946-9, ISSN 2339-5141 http://apps.webofknowledge.com/full_record.do?product=WOS&search_mode=GeneralSearch&qid=3&SID=R11cYGeqggCI4SeJ5Ni&page=1&doc=5&cacheurlFromRightClick=no</p>	
			<p>Rodica Pamfilie, Robert Bumbac, Andreea ORÎNDARU – <i>Innovative e-learning benefits for universities and companies</i>, The 9th International Scientific Conference „e-Learning and software for education”, pp. 398-405, București, 25 – 26 aprilie 2013, ISSN 2343-7669 http://apps.webofknowledge.com/full_record.do?product=WOS&search_mode=GeneralSearch&qid=3&SID=R11cYGeqggCI4SeJ5Ni&page=1&doc=6</p>	4/3=1,33
	2.3 Granturi / proiecte câștigate prin competiție	2.3.2.2. Membru în echipa unui proiect național	<p>Doctorand cercetător în proiectul POSDRU/159/1.5/S/134197 „Performanță și excelență în cercetarea doctorală și postdoctorală în domeniul științelor economice din România” derulat în perioada iunie 2014 – mai 2015</p>	5
2	Recunoașterea și impactul activității (A3)	3.1 Citări în cărți și reviste ISI / BDI	<p>Andreea ORÎNDARU - <i>Changing perspectives on students in higher education</i>, 22nd International Economic Conference (IECS 2015), Procedia Economics and Finance, Vol. 27, 2015, pp. 682-691, Sibiu, 15 – 16 mai 2015, ISSN: 2212-5671 http://apps.webofknowledge.com/full_record.do?product=WOS&search_mode=GeneralSearch&qid=3&SID=R11cYGeqggCI4SeJ5Ni&page=1&doc=1&cacheurlFromRightClick=no</p> <p>În: Hakna Karatas, Bulent Aici, Aydin Balyer, Mehtap Bademcioglu, <i>An examination of students' perceptions of service quality dimensions in higher education</i>, Anthropologist 24(1), 2016, pp. 389-398, ISSN 0972-0073 https://www.researchgate.net/publication/307883818_An_examination_of_students%27_perceptions_of_service_quality_dimensions_in_higher_education http://krepublishers.com/02-Journals/T-Anth/Anth-24-0-000-16-Web/Anth-24-1-000-16-Abst-PDF/T-ANTH-SV-24-1-389-16-1771-Balyer-TQM/T-ANTH-SV24-1-389-16-1771-Balyer-TQM-Ab[46].pmd.pdf</p>	2
			<p>3.1.1.3 Citări în revistă ISI cu factor de impact mai mare sau egal cu 0 sau indexată BDI</p> <p>Laurențiu-Dan Anghel, Andreea ORÎNDARU – <i>Measuring students' satisfaction as part of the marketing higher education strategies</i>, SGEM Conference on Social Sciences and Arts, 1st-10th September, 2014, Proceedings of SGEM Conference on Psychology and Psychiatry, Sociology and Healthcare, Education, Vol. 3, 2014, pp. 533-539 Section Education and Educational Research, Albena, 1 – 10 septembrie 2014, ISBN 978-619-7105-24-7 și ISSN 2367-5659 http://apps.webofknowledge.com/full_record.do?product=WOS&search_mode=GeneralSearch&qid=3&SID=R11cYGeqggCI4SeJ5Ni&page=1&doc=2&cacheurlFromRightClick=no</p> <p>În: Lenoir Hoeckesfeld, João Coelho Soares, Ana Bárbara Silveira Mendonça Santos Dias, Mauricio Andrade De Lima, Aléssio Bessa Sarquis, <i>Posicionamento de marca: estudo de casos em instituições de ensino superior</i>, XVI Coloquio Internacional de Gestion Universitaria – CIGU, Gestion de la Investigacion y Compromiso Social de la Universidad, Arequipa – Peru, 23-25 noviembre 2016, ISBN: 978-85-68618-02-8 https://repositorio.ufsc.br/bitstream/handle/123456789/172050/OK%20-%20101_00352%20-%20OK.pdf?sequence=1</p> <p>În: Ionela Maniu, George C. Maniu, <i>Data analysis techniques for examining factors influencing student's enrollment decision</i>, SEA - Practical Application of Science Volume III, Issue 2 (8) / 2015, pp. 61-64, ISSN, 2360 – 2554 http://www.sea.bxb.ro/Article/SEA_8_8.pdf</p> <p>În: Ionela Mocan (Maniu), George C. Maniu, <i>New Media as a Recruitment Tool in the Higher Education Decision Process. A Case Study</i>, New Media in Higher Education Market, pp. 159-163, Katowice 2015, ISBN 978-83-7875-267-7 http://www.interuni.ue.katowice.pl/images/publikacja.pdf</p>	2x3=6
			<p>Rodica Pamfilie, Bogdan Onete, Robert Bumbac, Andreea ORÎNDARU - <i>Open minded companies for better innovation performance</i>, 12th International Commodity Science Conference „Current Trends in Commodity Science”, Polish Journal of Commodity Science, Vol. 4. Nr. 37, pp. 22-30, Poznan, 16 – 19 septembrie 2013, ISSN 1733-747X http://www.tpj.uniwersytetradom.pl/images/pelne/04_37_2013.pdf</p> <p>În: Jonathan B. Yawson, <i>Effect of internal innovation climate and strategic partnerships with suppliers on open innovation in SMEs</i>, Capella University, ProQuest Dissertations Publishing, 2017 http://search.proquest.com/openview/7b04743db625d43eacca8a78208d3658/1.pdf?pq-origsite=gscholar&cbl=18750&diss=y</p>	2x2=4

		<p>În: Marieta Olaru, Vasile Dinu, Timo Keppler, Bogdan Mocan, Alexandra Mateiu, <i>Study on the adoption of open innovation principles by the Romanian SMEs</i>, Amfiteatru Economic, 17 (special no. 9), pp. 1129-1141 https://poseidon01.ssrn.com/delivery.php?ID=627112031031100007064108089127000126017039000080068005126025106090071065081066070105028099044055108047124121088001015025000066027083008052040019104024009065068001102067081035117124088021065018089016120005127071000105065124098118106103092113115122110106&EXT=pdf</p>	
		<p>Rodica Pamfilie, Andreea ORÎNDARU, Robert Bumbac – <i>Is e-learning a genuine setting changer for the education field?</i>, The 10th International Scientific Conference „e-Learning and software for education”, pp. 371-377, București, 24 – 25 aprilie 2014, ISSN 2343-7669 http://apps.webofknowledge.com/full_record.do?product=WOS&search_mode=GeneralSearch&qid=1&SID=U2tOCHODFpuIoDwjpb&page=1&doc=6</p> <p>În: Ayanda Pamella Msomi, Elias Munapo, Ireen Choga, <i>The Conceptualisation of e-learning at the public sector</i>, Problems and Perspectives in Management, 14(4) 2016, pp. 41-53 https://businessperspectives.org/journals/problems-and-perspectives-in-management/issue-53/the-conceptualisation-of-e-learning-at-the-public-sector</p> <p>În: Bibi Dzifa Tomiwa, Social construction of bespoke software for higher education management in a sub-saharan african country, A thesis submitted to the University of Ghana Business School, University of Ghana, Legon in partial fulfillment of the requirements for the award of an MPHIL in Management Information Systems degree, 2015 http://ugspace.ug.edu.gh:8080/xmlui/bitstream/handle/123456789/8204/BIBI%20DZIFA%20TOMIWA_SOCIAL%20CONSTRUCTION%20OF%20BESPOKE%20SOFTWARE%20FOR%20HIGHER%202015.pdf?sequence=1&isAllowed=y</p>	2x2=4
		<p>Andreea ORÎNDARU - <i>Building University Brand through Specific Marketing Instruments</i>, Marketing and Business Development Conference, International Journal of Economic Practices and Theories, Vol. 4, Nr. 2, 2014, București, 21 – 24 noiembrie 2013, e-ISSN 2247-7225 http://www.ijept.org/index.php/ijept%20/article/view/Building_University_Brand_through_Specific_Marketing_Instruments</p> <p>În: Miguel Noite, <i>Os atributos da marca das instituições de ensino superior: o caso do IPAM Porto</i>, IPAM Porto Dissertacao de Mestrado, 2016 https://comum.rcaap.pt/bitstream/10400.26/18172/1/miguel_noite.pdf</p>	2
		<p>Rodica Pamfilie, Robert Bumbac, Andreea ORÎNDARU – <i>Innovative e-learning benefits for universities and companies</i>, The 9th International Scientific Conference „e-Learning and software for education”, pp. 398-405, București, 25 – 26 aprilie 2013, ISSN 2343-7669 http://apps.webofknowledge.com/full_record.do?product=WOS&search_mode=GeneralSearch&qid=3&SID=R11cYGeqggCI4SeJ5Ni&page=1&doc=6</p> <p>În: Hussain Alqahtani, <i>Does E-Learning Help Users to Learn: A Comparative Study of E-learning in Saudi Arabia and New Zealand</i>, A thesis submitted to Auckland University of Technology in partial fulfillment of the requirement for the degree of Master of Computer and Information Sciences (MCIS), School of Engineering, Computer and Mathematical Sciences, 2016 http://aut.researchgateway.ac.nz/bitstream/handle/10292/10099/AlqahtaniH.pdf?sequence=3&isAllowed=y</p>	2
Total punctaj			57,82

Data

Candidat,

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