



## Curriculum Vitae

## INFORMAȚII PERSONALE

**TÜRKEŞ R.(VÎNT) MIRELA CĂTĂLINA**

București, Sector 2, Romania



Sexul Feminin | Data nașterii 04/01/1976 | Naționalitatea Româna

LOCUL DE MUNCA  
PENTRU CARE SE  
CANDIDEAZĂ

Asistent universitar, pe perioadă nedeterminată

## POZIȚIA

poziția.97

## LOCUL DE MUNCĂ DORIT

Asistent universitar  
Departamentul de Marketing, Facultatea de Marketing  
ACADEMIA DE STUDII ECONOMICE BUCUREȘTI

STUDIILE PENTRU CARE  
SE CANDIDEAZĂ  
PROFILUL PERSONAL

Logistică și Marketing în turism

Lector universitar titular, cu experiență în activitatea didactică și de cercetare, mă aflu în căutarea unei noi oportunități de lucru cu mai multe responsabilități, într-o universitate de stat. Dețin abilități foarte bune de comunicare cu studenții și colegii, empatie, răbdare și capacitate de ascultare a interlocutorului și cooperare în cadrul colectivului de cadre didactice. Am obținut diploma de Doctor în domeniul Marketing, precum și cursul postuniversitar de abilitare psihopedagogică și metodică – Nivelul I și II. Mă aflu în căutarea unui post de Asistent universitar într-o universitate de stat, care să-mi ofere mai multe oportunități și responsabilități, dar și, un contract pe termen lung.

## EXPERIENȚA PROFESIONALĂ

Prezent - Octombrie 2012	<p><b>Lector universitar</b> Universitatea Creștină "Dimitrie Cantemir" București Splaiul Unirii nr. 176, sector 4, București, www.ucdc.ro Facultatea de Finanțe, Bănci și Contabilitate Activități didactice, de cercetare și organizatorice Tipul sau sectorul de activitate Educație</p>
Octombrie 2006 – Noiembrie 2011	<p><b>Doctorand cu frecvență</b> Universitatea Transilvania din Brașov Facultatea de Științe Economice</p>
Octombrie 2006 – Martie 2006	<p><b>Economist</b> Intesa Sanpaolo Bank, Brașov</p>

Septembrie 2005- Februarie 2004	<b>Economist</b> Vel Pitar S.A. Braşov
Februarie 2004 – Noiembrie 2003	<b>Economist</b> Vel Pitar S.A. Bucureşti
August 2002 – Septembrie 2001	<b>Economist - contabil</b> Contacs SRL

## EDUCAȚIE ȘI FORMARE

- Iulie 2014 - Octombrie 2013** **Calificare pentru profesia didactică în învățământul liceal, postliceal și superior**  
Academia de Studii Economice Bucureşti  
Departamentul pentru Pregătirea Personalului Didactic – DPPD  
Curs postuniversitar de abilitare psihopedagogică și metodică – Nivelul II
- Listă discipline studiate: Pedagogia adolescenților, tinerilor și adulților, Proiectarea și managementul programelor educaționale, Didactica domeniului și dezvoltării în didactica specialității (învățământ liceal, postliceal și universitar), Practică pedagogică
- Iulie 2013 – Octombrie 2012** **Calificare pentru profesia didactică în învățământul preuniversitar obligatoriu (învățământul gimnazial – clasele V-VIII)**  
Academia de Studii Economice Bucureşti  
Departamentul pentru Pregătirea Personalului Didactic – DPPD  
Curs postuniversitar de abilitare psihopedagogica și metodică – Nivelul I
- Lista discipline studiate: Pedagogia Educației, Pedagogie I, Pedagogie II, Managementul clasei de elevi, Didactica specialității, Instruire asistată pe calculator, Practica pedagogică în învățământul preuniversitar obligatoriu
- Noiembrie 2011 – Octombrie 2006** **Diplomă de doctor**  
Diplomă de doctor  
Titlul științific de Doctor în domeniul Marketing  
Universitatea Transilvania din Braşov  
Facultatea Științe Economice  
Teza de doctorat cu titlul: „Strategii de piață în domeniul bancar din perspectiva integrării României în Uniunea Europeană”
- Iulie 2004 – Octombrie 2002** **Diplomă de master**  
Academia de Studii Economice Bucureşti  
Facultatea de Finanțe, Asigurări, Bănci și Burse de Valori  
Master DAFI – Management financiar și piețe de capital
- Iulie 2001 – Octombrie 1997** **Diplomă de licență**  
Universitatea Transilvania din Braşov  
Facultatea Științe Economice  
Economist/Specializarea Tranzacții Internaționale

## COMPETENȚE PERSONALE

Limba(i) maternă(e) Română

### Alte limbi străine cunoscute

	INTELEGERE		VORBIRE		SCRIERE
	Ascultare	Citire	Participare la conversație	Discurs oral	
Engleză	C1 Utilizator experimentat	C1 Utilizator experimentat	C1 Utilizator experimentat	C1 Utilizator experimentat	C1 Utilizator experimentat
Pașaport lingvistic					
Italiană	B2 Utilizator independent	B2 Utilizator independent	B2 Utilizator independent	B2 Utilizator independent	B2 Utilizator independent
Certificat lingvistic .					

Niveluri: A1/A2: Utilizator elementar - B1/B2: Utilizator independent - C1/C2: Utilizator experimentat  
[Cadru european comun de referință pentru limbi străine](#)

### Competențe de comunicare

- Capacitate de comunicare interactivă cu studenții și cu cadrele didactice;
- Abilitatea de a comunica ușor orice mesaj, de a-l adapta unei audiențe specifice și de a interacționa pentru a consolida și pune în practică informațiile respective.

### Competențe organizaționale/manageriale

- Leadership
- Spirit organizatoric
- Capacitatea de a coordona studenți și cadre didactice în cadrul unor proiecte curriculare și extracurriculare
- Abilități de organizare a activității masteranzilor și studenților,
- Implicare activă în elaborarea lucrărilor de licență și lucrărilor de dizertație

### Competențe dobândite la locul de muncă

- Capacitatea de a conduce procesul de predare-învățare-evaluare și de valorificare a cunoștințelor științifice de specialitate, psihopedagogice și metodice la nivel înalt;
- Autoritate profesională recunoscută de către studenți și cadre didactice de specialitate;
- Capacitatea de a respecta legislația în domeniul învățământului;
- Receptivitate la nou și creativitate;
- Capacitate de analiză și de sinteză, de construire a unor alternative, de luare a unor decizii optime în funcție de contextual dat;
- Capacitatea de a respecta specificul fiecărui tip de lecție;

### Competență digitală

AUTOEVALUARE				
Procesarea informației	Comunicare	Creare de conținut	Securitate	Rezolvarea de probleme
Utilizator experimentat	Utilizator experimentat	Utilizator experimentat	Utilizator independent	Utilizator experimentat

Niveluri: Utilizator elementar - Utilizator independent - Utilizator experimentat

[Competențele digitale - Grilă de auto-evaluare](#)

Fără certificat

### Competențe informatice

- O foarte bună stăpânire a instrumentelor Microsoft Office™ (Word™, Excel™, și PowerPoint™)
- Abilități de utilizare a Internet-ului,
- Abilități de folosire a programului de administrare și utilizare a datelor SPSS folosit pentru analiza statistică,
- Abilități de folosire a programului de modelare Smart PLS folosit pentru modelare econometrică

### Alte competențe

- Hobby-uri: lectura, pictura, muzica, călătoriile și sportul.

### Permis de conducere

B

<p>Activitatea științifică Materiale didactice/cărți/ tratate/monografii</p>	<p>Carti/cursuri</p> <ol style="list-style-type: none"> <li><b>Türkeş, M. C.</b> Bazele marketingului Ediție revăzută și adăugită, Editura ProUniversitaria București, 2017, ISBN 978-606-26-0750-0, 257 pg.</li> <li><b>Türkeş, M. C.</b> Marketingul serviciilor financiar-bancare, Editura ProUniversitaria, Bucuresti, 2016, ISBN 978-606-647-966-0, 151 pg.</li> <li><b>Türkeş, M. C.</b> Un alt mod de a învăța marketing, Editura ProUniversitaria, București, 2016, ISBN 978-606-260-607-7, 103 pg.</li> <li><b>Türkeş, M. C.</b> Bazele marketingului, Editura ProUniversitaria București, 2014, ISBN 978-606-26-0750-0, 257 pg.</li> </ol> <p>Indrumare</p> <ol style="list-style-type: none"> <li><b>Türkeş, M. C.</b> Caietul Millennials-Bazele marketingului, Editura ProUniversitaria București, 2018, ISBN 978-606-26-0893-4, 123 pg.</li> <li><b>Türkeş, M. C.</b> Caietul Echo Boomers-Marketing financiar-bancar, Editura ProUniversitaria București, 2017, ISBN 978-606-26-0846-0, 167 pg.</li> <li><b>Türkeş, M. C.</b> Marketing financiar-bancar, în Teste – grila pentru examenul de licența la specializarea marketing pentru studenții anului III zi, Coordonator Zaharia V., Editura ProUniversitaria București, ISBN 978-606-26-0899-6, 149 pg.</li> </ol>
<p>Articole științifice publicate articole ISI cu FI</p>	<ol style="list-style-type: none"> <li>Radu, F., Radu, V., <b>Türkeş M.C.</b>, Ivan, O.R., Tabirca, A.I. A research of service quality perceptions and patient satisfaction: Case study of public hospitals in Romania, International Journal of Health Planning and Management, 37(2), 1018-1048, 2022, DOI10.1002/hpm.3375, ISSN0749-6753, eISSN1099-1751, WOS:000719439700001, <a href="https://www-webofscience-com.am.e-nformation.ro/wos/woscc/full-record/WOS:000719439700001">https://www-webofscience-com.am.e-nformation.ro/wos/woscc/full-record/WOS:000719439700001</a>, AIS 2020 =0,439</li> <li><b>Türkeş M.C.</b>, Stancioiu A.F., Baltescu C.A., Marinescu R.C. Resilience Innovations and the Use of Food Order &amp; Delivery Platforms by the Romanian Restaurants during the COVID-19 Pandemic, Journal of Theoretical and Applied Electronic Commerce, 16 (7), 3218-3247, 2021, ISSN: 0718-1876, WOS:000744668800001, <a href="https://www-webofscience-com.am.e-nformation.ro/wos/woscc/full-record/WOS:000744668800001">https://www-webofscience-com.am.e-nformation.ro/wos/woscc/full-record/WOS:000744668800001</a>, AIS 2020=0,336</li> <li><b>Türkeş M.C.</b>, Stancioiu A.F., Baltescu C.A. Telework During the COVID-19 Pandemic - An Approach From the Perspective of Romanian Enterprises, Amfiteatru Economic, 23 (58), 2021, 700-717, ISSN1582-9146, eISSN2247-9104, WOS:000678147700009, <a href="https://www-webofscience-com.am.e-nformation.ro/wos/woscc/full-record/WOS:000678147700009">https://www-webofscience-com.am.e-nformation.ro/wos/woscc/full-record/WOS:000678147700009</a>, AIS 2020=0,169</li> <li>Capusneanu, S., Mates, D., <b>Türkeş, M.C.</b>, Barbu, C.M., Staras, A.I., Topor, D.I., Stoenica, L., Fulop, M.T. The Impact of Force Factors on the Benefits of Digital Transformation in Romania, Applied Sciences – Basel, 11(5), 2365, 2021, eISSN2076-3417, WOS:000627972000001, <a href="https://www-webofscience-com.am.e-nformation.ro/wos/woscc/full-record/WOS:000627972000001">https://www-webofscience-com.am.e-nformation.ro/wos/woscc/full-record/WOS:000627972000001</a>, AIS 2020=0,409</li> <li><b>Türkeş, M.C.</b>; Căpușneanu, S.; Topor, D.I.; Staras, A.I.; Hint, M.Ş.; Stoenica, L.F. Motivations for the Use of IoT Solutions by Company Managers in the Digital Age: A Romanian Case. Appl. Sci. 2020, 10 (19), 6905. eISSN2076-3417, WOS:000586432800001, <a href="https://www-webofscience-com.am.e-nformation.ro/wos/woscc/full-record/WOS:000586432800001">https://www-webofscience-com.am.e-nformation.ro/wos/woscc/full-record/WOS:000586432800001</a>, AIS 2020=0,409</li> <li>Cokins, G.; Oncioiu, I.; <b>Türkeş, M.C.</b>; Topor, D.I.; Căpușneanu, S.; Paștiu, C.A.; Deliu, D.; Solovăstru, A.N. Intention to Use Accounting Platforms in Romania: A Quantitative Study on Sustainability and Social Influence. Sustainability 2020, 12 (15), 6127, eISSN2071-1050, WOS:000559069200001, <a href="https://www-webofscience-com.am.e-nformation.ro/wos/woscc/full-record/WOS:000559069200001">https://www-webofscience-com.am.e-nformation.ro/wos/woscc/full-record/WOS:000559069200001</a>, AIS 2020 =0,462</li> <li>Petrescu, A.G.; Bîlcan, F.R.; Petrescu, M.; Holban Oncioiu, I.; <b>Türkeş, M.C.</b>; Căpușneanu, S. Assessing the Benefits of the Sustainability Reporting Practices in the Top Romanian Companies. Sustainability 2020, 12 (8), 3470, eISSN2071-1050, WOS:000535598700403, <a href="https://www-webofscience-com.am.e-nformation.ro/wos/woscc/full-record/WOS:000535598700403">https://www-webofscience-com.am.e-nformation.ro/wos/woscc/full-record/WOS:000535598700403</a>, AIS 2020 =0,462</li> <li>Oncioiu, I.; Bunget, O.C.; <b>Türkeş, M.C.</b>; Căpușneanu, S.; Topor, D.I.; Tamaș, A.S.; Rakoș, I.-S.; Hint, M.Ş. The Impact of Big Data Analytics on Company Performance in Supply Chain Management. Sustainability 2019, 11 (18), 4864, eISSN2071-1050, WOS:000489104700050, <a href="https://www-webofscience-com.am.e-nformation.ro/wos/woscc/full-record/WOS:000489104700050">https://www-webofscience-com.am.e-nformation.ro/wos/woscc/full-record/WOS:000489104700050</a>, AIS 2020 =0,462</li> <li>Oncioiu, I., Căpușneanu, S., Oprea Constantin, D.M., <b>Türkeş, M.C.</b>, Topor, D.I., Bîlcan, F.R., Petrescu, A.G. Improving the Performance of Entities in the Mining Industry by Optimizing Green Business Processes and Emission Inventories. Processes 2019, 7(8), 543, eISSN2227-9717, WOS:000483747700002, <a href="https://www-webofscience-com.am.e-nformation.ro/wos/woscc/full-record/WOS:000483747700002">https://www-webofscience-com.am.e-nformation.ro/wos/woscc/full-record/WOS:000483747700002</a>, AIS 2020 = 0,357</li> <li><b>Türkeş, M.C.</b>, Oncioiu, I., Aslam, H.D., Marin-Pantelescu, A., Topor, D.I. Căpușneanu, S. Drivers and Barriers in Using Industry 4.0: A Perspective of SMEs in Romania. Processes</li> </ol>

	<p>2019, 7(3), 153, eISSN2227-9717, WOS:000464440100002, <a href="https://www-webofscience-com.am.e-nformation.ro/wos/woscc/full-record/WOS:000464440100002">https://www-webofscience-com.am.e-nformation.ro/wos/woscc/full-record/WOS:000464440100002</a>, AIS 2020 = 0,357</p> <p>11. Oncioiu, I., Capusneanu, S., <b>Türkeş, M.C.</b>, Topor, D.I., Constantin, D.M.O., Marin-Pantelescu, A., Hint, M.S. The Sustainability of Romanian SMEs and Their Involvement in the Circular Economy, Sustainability 2018, 10 (8), 2761. eISSN2071-1050, WOS:000446767700177, <a href="https://www-webofscience-com.am.e-nformation.ro/wos/woscc/full-Record/WOS:000446767700177">https://www-webofscience-com.am.e-nformation.ro/wos/woscc/full-Record/WOS:000446767700177</a>, AIS 2020 =0,462</p>
<p>Articole științifice publicate articole BDI</p>	<ol style="list-style-type: none"> <li>1. <b>Türkeş, M.C.</b> The Evolution of Fertility over the Life Course. A Comparative Study between Romania and Turkey, Academic Journal of Economic Studies, 5(1), pp. 95–105, 2019 ISSN 2393-4913, ISSN On-line 2457-5836, <a href="http://www.zbw.eu/econis-archiv/bitstream/11159/3216/1/1670311155.pdf">http://www.zbw.eu/econis-archiv/bitstream/11159/3216/1/1670311155.pdf</a></li> <li>2. <b>Türkeş, M.C.</b> ISO 14001 Standards Implementation in the European Union Bank of Organisations, Academic Journal of Economic Studies, 6(2), pp. 148-156, 2017, ISSN 2393-4913. <a href="https://www.ceeol.com/search/article-detail?id=881865">https://www.ceeol.com/search/article-detail?id=881865</a></li> <li>3. <b>Türkeş, M.C.</b> Cluster analysis of total assets provided by banks from four continents. Academic Journal of Economic Studies, 3(4), pp.24-28, 2017, ISSN 2393-4913. <a href="https://www.ceeol.com/search/article-detail?id=592287">https://www.ceeol.com/search/article-detail?id=592287</a></li> <li>4. <b>Türkeş, M.C.</b>, Olariu, A., Matache, M. Patient satisfaction perceived in the emergency department: a quantitative study in a state hospital in Romania. Academic Journal of Economic Studies, 3(3), pp.112-117, 2017, ISSN 2393-4913. <a href="https://www.ceeol.com/search/article-detail?id=564761">https://www.ceeol.com/search/article-detail?id=564761</a></li> <li>5. <b>Türkeş, M.C.</b> Factors affecting internet users: a comparative investigation between Romania and Turkey. Academic Journal of Economic Studies, 3(2), pp.110-115, 2017, ISSN 2393-4913. <a href="https://www.ceeol.com/search/article-detail?id=536801">https://www.ceeol.com/search/article-detail?id=536801</a></li> <li>6. <b>Türkeş, M.C.</b> Evolution of Real Earnings to Residents Deposits According to Maturity during the Period 2011-2015. Study Case Romania vs. Turkey. Academic Journal of Economic Studies, 2(2), pp.32-42, 2016, ISSN 2393-4913. <a href="https://www.ceeol.com/search/article-detail?id=467133">https://www.ceeol.com/search/article-detail?id=467133</a></li> <li>7. <b>Türkeş, M.C.</b> Relationship marketing of stage development in turistic sector in România. Supliment of Quality-Access to Success Journal: Acces la Success, 17 (S3), 2016, pp.135-151. -ISSN 1582-2559, e-ISSN 2668-4861, ISSN-L 2668-4861 <a href="https://www.proquest.com/openview/bbe824447b2bf2ac4a972705c7de15e2/1?pq-origsite=gscholar&amp;cbl=1046413">https://www.proquest.com/openview/bbe824447b2bf2ac4a972705c7de15e2/1?pq-origsite=gscholar&amp;cbl=1046413</a></li> <li>8. <b>Türkeş, M.C.</b> The ratio evolution analysis of the non-performing loans obtained by the credit institutions in Romania during the period 2007-2015. Academic Journal of Economic Studies, 1(2), pp.151-159, 2015, ISSN 2393-4913. <a href="https://www.ceeol.com/search/article-detail?id=466424">https://www.ceeol.com/search/article-detail?id=466424</a></li> <li>9. <b>Türkeş, M.C.</b> Structure evaluation of credit to households from Romania during 2013-2014 using ANOVA: Two-Factor with Replication. Knowledge Horizons. Economics, 7(2), p.176-181, 2015, P-ISSN: 2069-0932, E-ISSN: 2066-1061, <a href="https://orizonturi.ucdc.ro/arhiva/khe7nr2/Turkes.pdf">https://orizonturi.ucdc.ro/arhiva/khe7nr2/Turkes.pdf</a></li> <li>10. <b>Türkeş, M.C.</b> 2015. Card payments in Romania-A slow transition from cash to card payments. Knowledge Horizons. Economics, 7(3), pp. 228–238, 2015 P-ISSN: 2069-0932, E-ISSN: 2066-1061 <a href="http://orizonturi.ucdc.ro/arhiva/khe-vol7-nr3-2015/Mirela_Turkes.pdf">http://orizonturi.ucdc.ro/arhiva/khe-vol7-nr3-2015/Mirela_Turkes.pdf</a></li> <li>11. <b>Türkeş, M.C.</b>, Raicu, I., Vija, I. Enhancing the performance of business process in Romanian SMEs through ERP solutions. Knowledge Horizons. Economics, 6(4), p.30-32, 2014, P-ISSN: 2069-0932, E-ISSN: 2066-1061, <a href="http://orizonturi.ucdc.ro/arhiva/2014_khe_6_pdf4/turkes_1.pdf">http://orizonturi.ucdc.ro/arhiva/2014_khe_6_pdf4/turkes_1.pdf</a></li> <li>12. <b>Türkeş, M.C.</b>, Scarlat, E., Vija, R.I., Raicu, I. Improving the performance of business process modeling for small-medium sized companies. Knowledge Horizons. Economics, 6(4), p.72-74, 2014, P-ISSN: 2069-0932, E-ISSN: 2066-1061 <a href="http://www.orizonturi.ucdc.ro/arhiva/2014_khe_6_pdf4/turkes_2.pdf">http://www.orizonturi.ucdc.ro/arhiva/2014_khe_6_pdf4/turkes_2.pdf</a></li> <li>13. <b>Türkeş, M.C.</b> New promotion price strategies on the banking services market in Romania. Knowledge Horizons Economics, 6 (1), pp. 27–29, 2014, P-ISSN: 2069-0932, E-ISSN: 2066-10612014 <a href="https://orizonturi.ucdc.ro/arhiva/2014_khe_61_pdf/khe_vol_6_iss_1_27to29.pdf">https://orizonturi.ucdc.ro/arhiva/2014_khe_61_pdf/khe_vol_6_iss_1_27to29.pdf</a></li> <li>14. Raicu, I., <b>Türkes, M.C.</b> Organizational performance improvement by implementing the latest CRM solutions. Knowledge Horizons. 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## ANEXE

Documente anexate CV-ului:

- Copie pașaport lingvistic – limba engleză
- Copie certificat lingvistic – limba italiană

Data completării: 27.05.2022

Semnătura