

INFORMAȚII PERSONALE

TÛRKEŞ R.(VÎNT) MIRELA CĂTĂLINA


EXPERIENȚA PROFESIONALĂ

Prezent – Septembrie 2022	Asistent universitar ACADEMIA DE STUDII ECONOMICE BUCUREȘTI Facultatea de Marketing, Departamentul de Marketing Seminar – Logistică – program de licență Marketing (FR/IFR) Seminar – Marketing în turism – program de licență Marketing Seminar – Marketing – program de licență Marketing, CIG, FABBV (ID/FR)
Septembrie 2022 - Octombrie 2012	Lector universitar 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
Octombrie 2006 – Noiembrie 2011	Doctorand cu frecvență Universitatea Transilvania din Brașov Facultatea de Științe Economice
Octombrie 2007 – Septembrie 2009	Lector universitar Universitatea Creștină "Dimitrie Cantemir" Brașov Bisericii Române nr.107, Brașov, Romania Facultatea de Științe Economice
Octombrie 2006 – Martie 2006	Economist Intesa Sanpaolo Bank, Brașov
Septembrie 2005- Februarie 2004	Economist Vel Pitar S.A. Brașov
Februarie 2004 – Noiembrie 2003	Economist Vel Pitar S.A. București
August 2002 – Septembrie 2001	Economist - contabil Contacs SRL

EDUCAȚIE ȘI FORMARE

Iulie 2014 – Octombrie 2013

Calificare pentru profesia didactică în învățământul liceal, postliceal și superior

Academia de Studii Economice București

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 București

Departamentul pentru Pregătirea Personalului Didactic – DPPD

Curs postuniversitar de abilitare psihopedagogică 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 Brașov

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 București

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 Brașov

Facultatea Științe Economice

Economist/Specializarea Tranzacții Internaționale

COMPETENTE PERSONALE

Limba(i) maternă(e)

Română

Alte limbi străine cunoscute

Engleză

Italiană

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

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 extra curriculare
- 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 metode 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;
- Capacități 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

Competențe informatice

- Fără certificat
- 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

INFORMATII SUPLIMENTARE

Activitatea științifică Materiale didactice/cărți/ tratate/monografii	Carti/cursuri 1. Türkeş, M. C. Bazele marketingului Ediție revăzută și adăugită, Editura ProUniversitaria București, 2017, ISBN 978-606-26-0750-0, 257 pg. 2. Türkeş, M. C. Marketingul serviciilor financiar-bancare, Editura ProUniversitaria, București, 2016, ISBN 978-606-647-966-0, 151 pg. 3. Türkeş, M. C. Un alt mod de a învăța marketing, Editura ProUniversitaria, București, 2016, ISBN 978-606-260-607-7, 103 pg. 4. Türkeş, M. C. Bazele marketingului, Editura ProUniversitaria București, 2014, ISBN 978-606-26-0750-0, 257 pg. Indrumare 1. Türkeş, M. C. Caietul Millennials-Bazele marketingului, Editura ProUniversitaria București, 2018, ISBN 978-606-26-0893-4, 123 pg. 2. Türkeş, M. C. Caietul Echo Boomers-Marketing financiar-bancar, Editura ProUniversitaria București, 2017, ISBN 978-606-26-0846-0, 167 pg.
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	3. Türkeş, M. C. 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.
Articole științifice publicate articol ISI cu FI	1. Türkeş Mirela Cătălina, Stăncioiu Aurelia Felicia, Marinescu Roxana-Cristina. Modeling the impact of resilience factors and relational practice on performance of the supply chain. Journal of Innovation și Knowledge, 9100533. Vol. 9(3)/2024, 100533., DOI: 10.1016/j.jik.2024.100533., https://www.sciencedirect.com/science/article/pii/S2444569X24000726, ISSN 2530-7614, eISSN 2444-569X, WOS:001295126500001, JIF QUARTILE Q1 - Management; JIF QUARTILE Q1 -Business (SSCI); Journal Impact Factor = 15.6; AIS = 2.123 2. Türkeş Mirela Cătălina, Driving Success: Unveiling the Synergy of E-Marketing, Sustainability, and Technology Orientation in Online SME. Journal of Theoretical and Applied Electronic Commerce Research, Vol.19(2)/2024, 100533, pp.1411-1441. DOI:10.1016/j.jik.2024.100533 https://www.mdpi.com/0718-1876/19/2/71, ISSN 2530-7614, EISSN 2444-569X WOS:001295126500001, JIF QUARTILE Q1 – Business (SSCI); Journal Impact Factor = 5.1; AIS = 0.686. 3. Türkeş, Mirela Cătălina, Stăncioiu Aurelia Felicia, Bănuș Cristian Silviu. The Intention to Use ChatGPT in Office Work in Romania: Between Utility and Hedonic Motivation. Amfiteatru Economic, Vol.26(67)/2024, pp.783-800. ISSN 1582-9146, eISSN 2247-9104, DOI:10.24818/EA/2024/67/783/783 https://www.amfiteatruconomic.ro/ArticolRO.aspx?CodArticol=3336 WOS:001289160200006 JIF QUARTILE Q1 - Economics; JIF QUARTILE Q2 – Management; JIF QUARTILE Q3 – Business (SSCI); Journal Impact Factor = 2.6; AIS = 0.282. 4. Türkeş, Mirela Cătălina, Cristian-Silviu Bănuș, and Laurențiu Stoenică. The Effect of Supply Chain Sustainability Practices on Romanian SME Performance, Sustainability 16, no. 7/2024, 2887. DOI:10.3390/su16072887 https://www.mdpi.com/2071-1050/16/7/2887 https://0410qsf9t-y-https-www-webofscience-com.z.e-nformation.ro/wos/woscc/full-record/WOS:001200898200001 eISSN 2071-1050 WOS:001200898200001 JIF QUARTILE Q2 – Environmental Sciences (SSCI); Journal Impact Factor = 3.3; AIS = 0.533. 5. Türkeş Mirela Cătălina, Stăncioiu Aurelia Felicia, Orzan Mihai Cristian, Jugănară Mariana, Marinescu Roxana-Cristina, Jugănară Ion Dănuț. Changes in the labour market: the perceptions of Romanian employees regarding the use of telework in the post-pandemic period. Employee Relations, Vol. 46(3)/2024, pp. 585-621. DOI:10.1108/ER-06-2023-0317 https://www.emerald.com/insight/content/doi/10.1108/ER-06-2023-0317/full/html ISSN 0142-5455, eISSN 1758-7069 WOS:001167578600001 JIF QUARTILE Q2 – Management (SSCI); Journal Impact Factor = 2.7; AIS = 0.633. 6. Türkeş Mirela Cătălina, Acatrinei Carmen. The Effect of Drivers and Barriers on Electric Vehicle Usage in Romania: Findings from PLS-SEM and MGA, Economic Computation and Economic Cybernetics Studies and Research, Vol. 58, Issue 4/2024 DOI: 10.24818/18423264/58.4.24.12 https://ecocyb.ase.ro/nr2024_4/12_MirelaTurkes_CarmenAcatrinei.pdf ISSN 0424-267X, eISSN 1842-3264, WOS:001383345200012 JIF QUARTILE Q3 – ECONOMICS (SSCI); Journal Impact Factor = 1.4; AIS = 0.135. 7. Radu, F., Radu, V., Türkeş M.C., 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, DOI:10.1002/hpm.3375, ISSN0749-6753, eISSN1099-1751, WOS:000719439700001, https://www-webofscience-com.am.e-nformation.ro/wos/woscc/full-record/WOS:000719439700001, AIS 2023 =0.552. 8. Türkeş M.C., Stăncioiu A.F., Baltescu C.A., Marinescu R.C. Resilience Innovations and the Use of Food Order & 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, https://www-webofscience-com.am.e-nformation.ro/wos/woscc/full-record/WOS:000744668800001, AIS 2023=0.686. 9. Türkeş M.C., Stăncioiu 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, https://www-webofscience-com.am.e-nformation.ro/wos/woscc/full-record/WOS:000678147700009, AIS

	2023=0.282. 10. Capusneanu, S., Mates, D., Türkeş, M.C., 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, https://www-webofscience-com.am.e-nformation.ro/wos/woscc/full-record/WOS:000627972000001, AIS 2023=0.428. 11. Türkeş, M.C.; Căpuşneanu, S.; Topor, D.I.; Staras, A.I.; Hint, M.S.; 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, https://www-webofscience-com.am.e-nformation.ro/wos/woscc/full-record/WOS:000586432800001, AIS 2023=0.428. 12. Cokins, G.; Oncioiu, I.; Türkeş, M.C.; Topor, D.I.; Căpuşneanu, S.; Paştiu, 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, https://www-webofscience-com.am.e-nformation.ro/wos/woscc/full-record/WOS:000559069200001, AIS 2023 = 0.533. 13. Petrescu, A.G.; Bîlcan, F.R.; Petrescu, M.; Holban Oncioiu, I.; Türkeş, M.C.; Căpuşneanu, S. Assessing the Benefits of the Sustainability Reporting Practices in the Top Romanian Companies. Sustainability 2020, 12 (8), 3470, eISSN2071-1050, WOS:000535598700403, https://www-webofscience-com.am.e-nformation.ro/wos/woscc/full-record/WOS:000535598700403, AIS 2023 = 0.533. 14. Oncioiu, I.; Bunget, O.C.; Türkeş, M.C.; Căpuşneanu, S.; Topor, D.I.; Tamaş, A.S.; Rakoş, I.-S.; Hint, M.S. The Impact of Big Data Analytics on Company Performance in Supply Chain Management. Sustainability 2019, 11 (18), 4864, eISSN2071-1050, WOS:000489104700050, https://www-webofscience-com.am.e-nformation.ro/wos/woscc/full-record/WOS:000489104700050, AIS 2023 = 0.533. 15. Oncioiu, I., Căpuşneanu, S., Oprea Constantin, D.M., Türkeş, M.C., 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, https://www-webofscience-com.am.e-nformation.ro/wos/woscc/full-record/WOS:000483747700002, AIS 2023= 0.431. 16. Türkeş, M.C., Oncioiu, I., Aslam, H.D., Marin-Pantelescu, A., Topor, D.I. Căpuşneanu, S. Drivers and Barriers in Using Industry 4.0: A Perspective of SMEs in Romania. Processes 2019, 7(3), 153, eISSN2227-9717, WOS:000464440100002, https://www-webofscience-com.am.e-nformation.ro/wos/woscc/full-record/WOS:000464440100002, AIS 2023= 0.431. 17. Oncioiu, I., Capusneanu, S., Türkeş, M.C., 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, https://www-webofscience-com.am.e-nformation.ro/wos/woscc/full-Record/WOS:000446767700177, AIS 2023 = 0.533.
Articole științifice publicate articole BDI	1. Türkeş, M.C. 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, http://www.zbw.eu/econis-archiv/bitstream/11159/3216/1/1670311155.pdf 2. Türkeş, M.C. 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. https://www.ceeol.com/search/article-detail?id=881865 3. Türkeş, M.C. 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. https://www.ceeol.com/search/article-detail?id=592287 4. Türkeş, M.C., 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. https://www.ceeol.com/search/article-detail?id=564761 5. Türkeş, M.C. 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. https://www.ceeol.com/search/article-detail?id=536801 6. Türkeş, M.C. 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. https://www.ceeol.com/search/article-detail?id=467133 7. Türkeş, M.C. 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 https://www.proquest.com/openview/bbe824447b2bf2ac4a972705c7de15e2/1?pq-

	origsite=gscholar&cbl=1046413 8. Türkeş, M.C. 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. https://www.ceeol.com/search/article-detail?id=466424 9. Türkeş, M.C. 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, https://orizonturi.ucdc.ro/arhiva/khe7nr2/Turkes.pdf 10. Türkeş, M.C. 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 http://orizonturi.ucdc.ro/arhiva/khe-vol7-nr3-2015/Mirela_Turkes.pdf 11. Türkeş, M.C., 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, http://orizonturi.ucdc.ro/arhiva/2014_khe_6_pdf4/turkes_1.pdf 12. Türkeş, M.C., 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 http://www.orizonturi.ucdc.ro/arhiva/2014_khe_6_pdf4/turkes_2.pdf 13. Türkeş, M.C. 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 https://orizonturi.ucdc.ro/arhiva/2014_khe_61_pdf/khe_vol_6_iss_1_27to29.pdf 14. Raicu, I., Türkeş, M.C. Organizational performance improvement by implementing the latest CRM solutions. Knowledge Horizons. Economics, 6 (1), pp. 84–86, 2014, P-ISSN: 2069-0932, E-ISSN: 2066-1061 https://www.orizonturi.ucdc.ro/arhiva/2014_khe_61_pdf/khe_vol_6_iss_1_84to86.pdf
Conferințe	1. Türkeş M.C., Acatrinei Carmen. The Effect of Drivers and Barriers on Electric Vehicle Usage in Romania: Findings from PLS-SEM and MGA, Economic prezentată la PROCEEDINGS OF THE 7TH EDITION OF THE INTERNATIONAL CONFERENCE ON ECONOMICS AND SOCIAL SCIENCES (ICESS 2024), publicată în Computation and Economic Cybernetics Studies and Research, Vol. 58, Issue 4/2024, DOI: 10.24818/18423264/58.4.24.12, ISSN 0424-267X, eISSN 1842-3264, WOS:001383345200012 https://ecocyb.ase.ro/nr2024_4/12_MirelaTurkes_CarmenAcatrinei.pdf https://0410q0lyn-y-https-www-webofscience-com.z.e-nformation.ro/wos/woscc/full-record/WOS:001383345200012 2. Stefan, M., Marin-Pantelescu, A., Türkeş, M.C. Strategic Management of the Romanian Telecommunication Services, PROCEEDINGS OF THE 12TH INTERNATIONAL MANAGEMENT CONFERENCE: MANAGEMENT PERSPECTIVES IN THE DIGITAL ERA (IMC 2018), Book Series: International Management Conference, Pag. 451-461, ISSN2286-1440, WOS:000473413800051, https://www-webofscience-com.am.e-nformation.ro/wos/woscc/full-record/WOS:000473413800051 3. Türkeş, M.C., Raicu, I., Rusaneanu, A. Service-Oriented Modeling and Architecture for an AN E-financial Assistant Integration Within the Banking System, PROCEEDINGS OF THE 14TH INTERNATIONAL CONFERENCE ON INFORMATICS IN ECONOMY (IE 2015): EDUCATION, RESEARCH & BUSINESS TECHNOLOGIES, Book Series International Conference on Informatics in Economy, Pag. 250-255, ISSN2284-7472, WOS:000362796900041, https://www-webofscience-com.am.e-nformation.ro/wos/woscc/full-record/WOS:000362796900041
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