

Instituția de învățământ superior **ACADEMIA DE STUDII ECONOMICE DIN BUCUREȘTI**
 Facultatea **MARKETING**
 Departamentul **MARKETING**
 Poz. Postului **65**, Disciplina postului: **MARKETING**
 Domeniul **MARKETING**

**Fișa de verificare a îndeplinirii standardelor pentru
 ocuparea postului de LECTOR UNIVERSITAR,**
 publicat în Monitorul Oficial al României, partea a III-a, nr. 93 din
 10.04.2025

Candidat. **TÜRKEŞ R. (VÎNT) Mirela Cătălina** Data nașterii:
 Funcția actuală: **Asistent Universitar** Data numirii în funcția actuală:
 Instituția: **Academia de Studii Economice din București**

1. Studiile universitare de licență

Nr.crt.	Instituția de învățământ superior și facultatea absolvită	Domeniul	Perioada	Titlul acordat
1.	Universitatea Transilvania Facultatea de Științe Economice	Tranzacții Internaționale	Iulie 2001 – Octombrie 1997	Diplomă de licență

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 București Facultatea de Finanțe, Asigurări, Bănci și Burse de Valori	Master DAFI – Management financiar și piețe de capital	Iulie 2004 – Octombrie 2002	Diplomă de master

3. Studiile de doctorat

Nr.crt.	Instituția organizatoare de doctorat	Domeniul	Perioada	Titlul științific acordat
1.	Universitatea Transilvania Facultatea de Științe Economice	Marketing –	Noiembrie 2011 – Octombrie 2006	Diplomă de doctor - Marketing

4. Studii și burse doctorale (stagii de cel puțin 6 luni)

Nr.crt.	Țara / instituția	Domeniul	Perioada	Tipul de bursă
1.	-	-	-	-

5. Grade didactice / profesionale

Nr.crt.	Instituția	Domeniul	Perioada	Titlul / postul didactic sau gradul profesional
1.	Academia de Studii Economice București Facultatea de Marketing	Logistică Marketing în turism	Prezent – Septembrie 2022	Asistent Universitar
2.	Universitatea Creștină “Dimitrie Cantemir” București	Marketing	Septembrie 2022 -	Lector Universitar

	Facultatea de Finanțe, Bănci și Contabilitate	Marketing financiar-bancar	Octombrie 2012	
3.	Universitatea Transilvania Facultatea de Științe Economice	Marketing -	Octombrie 2006 – Noiembrie 2011	Doctorand cu frecvență
4.	Universitatea Creștină “Dimitrie Cantemir” Brașov Facultatea de Științe Economice	Marketing în turism, Comerț Internațional	Octombrie 2007 – Septembrie 2009	Lector Universitar

6. Îndeplinirea obligatorie, în conformitate cu Anexa 1 la Metodologia de concurs, a cerințelor pentru obținerea calificativului **FOARTE BINE**.

- 10 articole publicat într-o revistă ISI Web of Knowledge în domeniul Social Science & Science, articol prezent în ISI Web of Knowledge – punctaj **168,59**;
- 12 articole publicate în reviste indexate în minim două baze de date internaționale – **32,00**;
- 3 lucrări publicate în volumele unor conferințe naționale sau internaționale, indexate ISI Proceedings - **3,00**.

Total punctaj 203,59 ≥ 25; criteriu îndeplinit

7. Realizări profesional-științifice

Nr. crt.	Criteriu	Punctaj acordat (Pi)	Ni	Punctaj final
1.	10 articole publicat într-o revistă ISI Web of Knowledge în domeniul Social Science & Science, articol prezent în ISI Web of Knowledge	-	-	168,59
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 https://0410qsg09-y-https-www-webofscience-com.z-e-nformation.ro/wos/woscc/full-record/WOS:001295126500001 ISSN 2530-7614, eISSN 2444-569X WOS:001295126500001 JIF QUARTILE Q1 – SSCI - Management ; JIF ARTILE Q1 -SSCI -Business (SSCI); Journal Impact Factor 3 = 15.6; AIS 2023 = 2.123	169,84 (8 x 2.123 x 10)	3	56.61
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. DOI10.1016/j.jik.2024.100533 https://www.mdpi.com/0718-1876/19/2/71 https://0410qsg09-y-https-www-webofscience-com.z-e-nformation.ro/wos/woscc/full-record/WOS:001256204400001 ISSN 2530-7614, Eissn 2444-569X WOS:001295126500001 JIF QUARTILE Q1 – SSCI- Business (SSCI) ;	54,88 (8 x 0,686 x 10)	1	54,88

		Journal Impact Factor 2023 = 5.1; AIS 2023 = 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. <i>Amfiteatru Economic</i>, Vol.26(67)/2024, pp.783-800. ISSN 1582-9146, eISSN 2247-9104, DOI:10.24818/EA/2024/67/7837/783 https://www.amfiteatruconomic.ro/ArticolRO.aspx?CodArticol=3336 https://0410qsg09-y-https-www-webofscience-com.z-e-nformation.ro/wos/woscc/full-record/WOS:001289160200006 WOS:001289160200006 JIF QUARTILE Q1 - Economics; JIF QUARTILE Q2 – CI- Management; JIF QUARTILE Q3 – SSCI- Business CI); Journal Impact Factor 2023= 2.6; AIS 2023 = 0.282.	22,56 (8 x 0,282 x 10)	3	7,52
	4	Türkeş, Mirela Cătălina, Cristian-Silviu Bănuș, and Laurențiu Stoicică. The Effect of Supply Chain Sustainability Practices on Romanian SME Performance, <i>Sustainability</i> 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 2023= 3.3; AIS 2023= 0.533.	25,584 (8 x 0,533 x 6)	3	8,52
	5	Türkeş Mirela Cătălina, Stăncioiu Aurelia Felicia, Orzan Mihai Cristian, Jugănaru Mariana, Marinescu Roxana-Cristina, Jugănaru Ion Dănuț. Changes in the labour market: the perceptions of Romanian employees regarding the use of telework in the post-pandemic period. <i>Employee Relations</i>, 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 https://0410qsg09-y-https-www-webofscience-com.z-e-nformation.ro/wos/woscc/full-record/WOS:001167578600001 ISSN 0142-5455, eISSN 1758-7069 WOS:001167578600001 JIF QUARTILE Q2 – Management (SSCI); Journal Impact Factor 2023= 2.7; AIS 2023 = 0.633.	50,64 (8 x 0,633 x 10)	6	8,44
	6	Türkeş Mirela Cătălina, Acătrinei Carmen. The Effect of Drivers and Barriers on Electric Vehicle Usage in Romania: Findings from PLS-SEM and MGA, <i>Economic Computation and Economic Cybernetics Studies and Research</i>, Vol. 58, Issue 4/2024 DOI: 10.24818/18423264/58.4.24.12 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 ISSN 0424-267X, eISSN 1842-3264, WOS:001383345200012	10,8 (8 x 0,135 x 10)	2	5,40

		JIF QUARTILE Q3 – ECONOMICS (SSCI) ; Journal Impact Factor = 1.4; AIS = 0.135.			
	7	Türkeş Mirela Cătălina , Stăncioiu Aurelia Felicia, Băltescu Codruța Adina, Marinescu, Roxana-Cristina. Resilience innovations and the use of food order și delivery platforms by the romanian restaurants during the covid-19 pandemic. Journal of Theoretical and Applied Electronic Commerce Research, 16(7)/2021, 3218-3247. DOI10.3390/jtaer16070175 https://www.mdpi.com/0718-1876/16/7/175 https://0410qsg09-y-https-www-webofscience-com.z-e-nformation.ro/wos/woscc/full-record/WOS:000744668800001 ISSN 0718-1876 WOS:000744668800001 JIF QUARTILE Q1 – Business (SSCI); Journal Impact Factor 2023= 5.1; AIS 2023= 0.686.	54,88 (8 x 0,686 x 10)	4	13,72
	8	Türkeş Mirela Cătălina , Stăncioiu Aurelia Felicia, Băltescu Codruța Adina. Telework During the COVID-19 Pandemic - An Approach From the Perspective of Romanian Enterprises. Amfiteatru Economic, Vol.23(58)/2021, pp. 700-717. ISSN 1582-9146, eISSN 2247-9104, DOI10.24818/EA/2021/58/700 https://www.amfiteatruconomic.ro/ArticolRO.aspx?CodArticol=3030 https://0410qsg09-y-https-www-webofscience-com.z-e-nformation.ro/wos/woscc/full-record/WOS:000678147700009 WOS:000678147700009 JIF QUARTILE Q1 - Economics; JIF QUARTILE Q2 – Management; JIF QUARTILE Q3 – Business (SSCI); Journal Impact Factor 2023= 2.6; AIS 2023 = 0.282.	22,56 (8 x 0,282 x 10)	3	7,52
	9	Capusneanu, S., Mates, D., Türkeş Mirela Cătălina , 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)/2021, 2365, DOI: 10.3390/app11052365 eISSN2076-3417, https://www.mdpi.com/2076-3417/11/5/2365 https://www-webofscience-com.am.e-nformation.ro/wos/woscc/full-record/WOS:000627972000001 , WOS:000627972000001 JIF QUARTILE Q1 – Engineering, Multidisciplinary ; Journal Impact Factor 2023 = 2.5; AIS 2023= 0.428.	20,54 (8 x 0,428 x 6)	8	2,56
	10	Türkeş Mirela Cătălina ; Căpușneanu, S.; Topor, D.I.; Staras, A.I.; Hint, M.Ș.; Stoenica, L.F. Motivations for the Use of IoT Solutions by Company Managers in the Digital Age: A Romanian Case. Applied Sciences – Basel, 10 (19)/2020, 6905. DOI: 10.3390/app10196905 eISSN2076-3417, https://www.mdpi.com/2076-3417/10/19/6905 https://www-webofscience-com.am.e-nformation.ro/wos/woscc/full-record/WOS:000586432800001 , WOS:000586432800001 JIF QUARTILE Q1 – Engineering, Multidisciplinary ; Journal Impact Factor 2023 = 2.5; AIS 2023 = 0.428.	20,54 (8 x 0,428 x 6)	6	3,42

2.	12 articole publicate în reviste indexate în minim două baze de date internaționale		-	-	32,00
	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	3	1	3,00
	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	1	3,00
	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	3	1	3,00
	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	3	3	1,00
	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	3	1	3,00
	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	3	1	3,00
	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. p-ISSN 1582-2559, e-ISSN 2668-4861, ISSN-L 2668-4861, https://www.proquest.com/openview/bbe824447b2bf2ac4a972705c7de15e2/1?pq-origsite=gscholar&cbl=1046413 JCI=0.21; AIS 2020=0.042	3	1	3,00
	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	3	1	3,00
	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	3	1	3,00
	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	3	1	3,00
	11.	Türkeş, M.C., Raicu, I., Vija, I. Enhancing the performance of business process in Romanian SMEs through ERP	3	3	1,00

		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. 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	3	1	3,00
3.	Două lucrări publicate în volumele unor conferințe naționale sau internaționale, indexate ISI Proceedings		-	-	3,00
	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	3	3	1
	2.	Stefan, M., Marin-Pantelescu, A., Türkeş, M.C. Strategic Management of the Romanian Telecommunication Services, prezentată la PROCEEDINGS OF THE 12TH INTERNATIONAL MANAGEMENT CONFERENCE: MANAGEMENT PERSPECTIVES IN THE DIGITAL ERA (IMC 2018), publicată în 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	3	1
	3.	Türkeş, M.C. , Raicu, I., Rusaneanu, A. Service-Oriented Modeling and Architecture for an AN E-financial Assistant Integration Within the Banking System, prezentată la PROCEEDINGS OF THE 14TH INTERNATIONAL CONFERENCE ON INFORMATICS IN ECONOMY (IE 2015): EDUCATION, RESEARCH & BUSINESS TECHNOLOGIES, pblicată în 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	3	3	1
TOTAL (T)			≥ 25		203,59