

Lista de lucrări

Conf. univ. dr. FLEȘERIU CRISTINA

(Doctor în Marketing din anul 2014, Conferențiar universitar din anul 2021)

A. Lista celor maxim 10 lucrări de referință

1. **Fleșeriu, C.**, Kostelić, K., Bocăneț, V., *Consumer Ethnocentrism Influence in Choosing a Hotel in Domestic Tourism - Evidence from Romania and Croatia*, Ekonomski Vjesnik, 2023, 36(1), 181–200, <https://doi.org/10.51680/ev.36.1.14>.
2. Badea, A., Păun, N., **Fleșeriu, C.**, Păun, D., *Changing Times: The impact of digitalization on the behavior of professionals and their perception towards development*, Behavioral Sciences, 2022, 12(5), 139, WOS:000803499700001.
3. Savin, G.D., **Fleșeriu, C.**, Bătrâncea, L. *Eye tracking and tourism research: A systematic literature review*, Journal of Vacation Marketing, 2021, 28(3), 285-302, WOS:000720376300001.
4. **Fleșeriu, C.**; Cosma, S.A.; Bocăneț, V., *Values and Planned Behaviour of the Romanian Organic Food Consumer*, Sustainability, 2020, 12(5), 1722, WOS: 000522470900022.
5. **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, 12(16), 6480, WOS:000578963900001.
6. Cosma, S., Bota, M., **Fleșeriu, C.**, Morgovan, C., Văleanu, M., Cosma, D., *Measuring Patients' Perception and Satisfaction with the Romanian Healthcare System*, Sustainability, 2020, 12(4), 1612, WOS: 000522460200330.
7. Cosma S.-A., Zerva K., Bota M., **Fleșeriu C.**, *A Study On the Romanians' Profile Among Leisure Activities*, Amfiteatru Economic, 2018, 20(12), 920-934, WOS:000448604700007.



8. 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*, 2016, XI(10), 929-943, WOS:000388624700015.
9. Cosma S.-A., **Fleșeriu C.**, Bota M., *Hotel chain's strategic options to penetrate the Romanian market*, *Amfiteatru Economic*, 2014, XVI(8), 1352-1365, WOS:000344543900024.
10. Cosma S., Păun D., Bota M., **Fleșeriu C.**, *Innovation - a useful tool in the rural tourism in Romania*, *Procedia - Social and Behavioral Sciences*, 2014, 148, 507-515, <https://doi.org/10.1016/j.sbspro.2014.07.073>.

B. Teza de doctorat

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

C. Cărți și capitole de cărți

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*, în *Innovative Approaches to Tourism and Leisure*, Vicky Katsoni și Kathy Velandar Editors, Springer, Atena, 2018, https://doi.org/10.1007/978-3-319-67603-6_6.
3. Bocăneț, V. I., **Fleșeriu C.**, *Modern Technologies Used in Education*, în *Developing Technology Mediation in Learning Environments*, Filomena Soares și alții (eds.), IGI Global, 2020, <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 *Technology and Innovation in Learning, Teaching and Education*, Reis A. și alții (eds.), Springer, Cham, 2021, https://doi.org/10.1007/978-3-030-73988-1_30.

D. Articole/ studii

- publicate în reviste indexate ISI



1. Cosma S.-A., **Fleșeriu C.**, Bota M., *Hotel chain's strategic options to penetrate the Romanian market*, Amfiteatru Economic, 2014, XVI(8), 1352-1365, WOS:000344543900024.
2. Cosma S.-A., Bota M., **Fleșeriu C.**, Negrusa A.-L., Toader V., Rus R.-V., *Some Considerations Regarding Motivations and Overall Perceptions on Film Festivals*, Amfiteatru Economic, 2016, XI(10), 929-943, WOS:000388624700015.
3. Cosma S.-A., Zerva K., Bota M., **Fleșeriu C.**, *A Study On the Romanians' Profile Among Leisure Activities*, Amfiteatru Economic, 2018, 20(12), 920-934, WOS:000448604700007.
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, 12(4), 1612, WOS: 000522460200330.
5. **Fleșeriu, C.**; Cosma, S.A.; Bocăneț, V., *Values and Planned Behaviour of the Romanian Organic Food Consumer*, Sustainability, 2020, 12(5), 1722, WOS: 000522470900022.
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, 12(16), 6480, WOS:000578963900001.
7. Savin, G.D., **Fleșeriu, C.**, Bătrânceanu, L. *Eye tracking and tourism research: A systematic literature review*, Journal of Vacation Marketing, 2021, 28(3), 285-302, WOS:000720376300001.
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- publicate în reviste indexate în baze de date internaționale
9. **Fleșeriu, C.**, Cosma, S., Bota, M., *Approaching the world: main largest hotel groups strategies*, Romanian Economic Business Review, 2014, 9(4), 35-52.
10. Cosma S., Păun D., Bota M., **Fleșeriu C.**, *Innovation - a useful tool in the rural tourism in Romania*, Procedia - Social and Behavioral Sciences, 2014, 148, 507-515, <https://doi.org/10.1016/j.sbspro.2014.07.073>.



11. Cosma, S.A., **Fleșeriu, C.**, Bota, M., Nedelea, A., *Aspects of Romanian marketing environment for international hotel chains*, Ecoforum Journal, 2015, 4(1), 38-45.
12. Cosma, S., Bota, M., **Fleșeriu, C.**, *Evolution Analysis of the Hotel Industry from Cluj-Napoca*, Economic Insights - Trends and Challenges, 2015, IV(LXVII)(4), 95-102.
13. Cosma, S.-A., **Fleșeriu, C.**, Bota, M., *Customers Relationship Considerations in Hotels Belonging to an International Chain*, International Journal of Economic Practices and Theories, 2015, 5(5), 551.
14. 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, 2016, 2(1), 79-96, <https://doi.org/10.32728/ric.2016.21/5>.
15. Cosma, S.-A., Bota, M., **Fleșeriu, C.**, Gică, O.-A., *Participant's motivation and perception on events*, Analele USV de Economie și Administrație Publică, 2017, 17(2(26)), 44-54.
16. Pârvu, I.N., **Fleșeriu, C.**, *Good practices in mountain tourism: a literature review*, Revista de turism - studii și cercetări în turism, 2018, 25(25), 1-6.
17. Hanganu, I., **Fleșeriu, C.**, *Good practices for improving promotion and sales for Romanian ecological agricultural products*, Timisoara Journal of Economics and Business, 2019, 12(2), 71–86.
18. Lifintsev, D., **Fleșeriu, C.**, Wellbrock, W., *A study of the attitude of Generation Z to cross-cultural interaction in business*, Informacijos mokslai, 2019, 86, 41-55, <https://doi.org/10.15388/Im.2019.86.25>.
19. Hanganu, I., **Fleșeriu, C.**, *Promoting organic food products to the romanian consumers*, The USV Annals of Economics and Public Administration, 2020, 20(1(31)), 131-140.
20. Lifintsev, D., **Fleșeriu, C.**, Wellbrock, W., *Digital communication skills: a five-country study of the attitude to online classes in universities*, Estudos em Comunicacao, 2022, (35), 36-50, <https://doi.org/10.25768/1646-4974n35-03>.
21. **Fleșeriu, C.**, **Lifintsev, D.**, Jerónimo, N. A., Tamulevičiūtė-Šekštelienė, A., *Students' Perceptions on YouTube as an Educational Tool in Teaching Cross-Cultural*



Communication, Pedagogika, 2023, 151(3), 105–126,
<https://doi.org/10.15823/p.2023.151.6>.

22. **Fleșeriu, C.**, Kostelić, K., Bocăneț, V., *Consumer Ethnocentrism Influence in Choosing a Hotel in Domestic Tourism - Evidence from Romania and Croatia*, *Ekonomski Vjesnik*, 2023, 36(1), 181–200, <https://doi.org/10.51680/ev.36.1.14>.
23. Kostelić, K., **Fleșeriu, C.**, *Causal Agency and Influences on Transitional Choices: Comparison of Croatian and Romanian Youth*, *Economics & Sociology*, 2023, 16(2), 11-25, <https://doi.org/10.14254/2071-789X.2023/16-2/1>.

E. Lucrări publicate în conferințe științifice

1. **Fleșeriu C.**, Bota M., Cosma S., Nedelea A., *Oportunități și riscuri percepute de lanțurile hoteliere internaționale pe piața românească*, *Proceedings of The International Conference, Entrepreneurship in the Hospitality Industry*, Editura Risoprint, Cluj-Napoca, 2014.
2. **Fleșeriu C.**, Bota M., Cosma S., Okumus F., *The main largest hotel groups strategies in penetrating foreign markets*, *Proceedings of The International Conference, Entrepreneurship in the Hospitality Industry*, Editura Risoprint, Cluj-Napoca, 2014.
3. 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"*, Ediția a II-a, 2015, Editura Academica Brâncuși House.
4. 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"*, Ediția a II-a, Editura Academica Brâncuși House, 2015.
5. **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*, Ediția a II-a, Editura Academica Brâncuși House, 2015.
6. 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", Croatia, 2015.

7. 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, Editura ASE, București, pag. 314-321, 2015.
8. Cosma, S., Bota, M., **Fleșeriu, C.**, *Motivations in attending a major event: the case of Cluj-Napoca European Youth Capital*, Proceedings of the International scientific symposium "Information society and sustainable development", IIIrd Edition, 2016.
9. Cosma, S., Bota, M., **Fleșeriu, C.**, *Exploring the influence of respondents' profile among leisure activities*, Proceedings of the International scientific symposium "Information society and sustainable development", IIIrd Edition, 2016.
10. 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.
11. **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.
12. 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.

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Semnătura,

