



CURRICULUM VITAE

Date personale

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Titlu academic: Șef lucrări

Disciplină, departament: Industrie farmaceutică și management farmaceutic/Departament F2

Domeniul profesional de activitate

Specialitate/supraspecializări:

PhD farmacie, UMF “Iuliu Hatieganu” Cluj Napoca, 2019

Master degree in Web marketing, Branding and Merchandising, Mia Digital University, 2023

Activitate de cercetare

Teme și direcții de cercetare:

Farmacia online si marketing digital in domeniul farmaceutic

Comportamentul pacientului in farmaciile comunitare: profil, segmentare comportamentală

Alimente pentru uz medical special (FSMP)

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Lucrări publicate în extenso:

1. Chereches, M. C., Finta, H., Popa, C. O., Stefanescu, D., & Muntean, D.-L. (2023). Qualitative Study on the Factors Influencing the Utilisation of Products Labelled “Food for Special Medicinal Use” (FSMP). *Nutrients*, 15(11), 2582. <https://doi.org/10.3390/nu15112582>
2. Rusu, A., Călin Chereches, M., Popa, C., Botezatu, R., Ioana-Andreea, L., & Moldovan, O.-L. (2022). Community pharmacist’s perspective regarding patient-centred communication in conjunction with pharmaceutical practice: a cross-sectional survey. *Saudi Pharmaceutical Journal*. <https://doi.org/10.1016/J.JSPS.2022.06.014>
3. Cherecheș, M. C., Popa, C., & Buicu, C. F. (2021). Socio-demographic profile of the Romanian patient regarding the factors influencing the choice of a pharmacy using logistic regression and factor analysis. *Farmacia*, 69(6), 1182–1188. <https://doi.org/10.31925/farmacia.2021.6.24>
4. herecheș, M. C., Popa, C. O., Călin Cherecheș, M., & Popa, C. O. (2021). Online pharmacy: customer profiling. *Acta Marisiensis-Seria Medica*, 67(4), 1–1. <https://doi.org/10.2478/amma-2021-0031>
5. Cherecheș, M. C., Timofe, M. P., & Oniga, O. (2015). Evaluation of the influence of economic, demographic and legislative factors on the development of the number of pharmacies in Romania. *Farmacia*, 63(6), 938–943. http://www.revistafarmacia.ro/201506/art-25-Chereches_938-943.pdf

