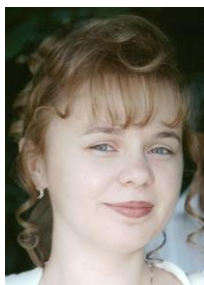


PERSONAL INFORMATION



PETRESCU EVA-CRISTINA

Work address: The Bucharest University of Economic Studies (ASE),
6 Piața Romană, sect 1, Bucharest, Romania

00 40 722 31 65 32

eva_petrescu@yahoo.com

Nationality: Romanian

WORK EXPERIENCE

Experience as a teacher

- 2013– present
 - Professor, PhD
The Bucharest University of Economic Studies (ASE),
Faculty of Marketing, Department of Marketing (www.ase.ro)
Courses and seminars: Marketing, International Marketing, Strategic Marketing
Since 2017 member of The Marketing Doctoral School, The Bucharest University of Economic Studies (ASE) – areas of expertise: Marketing, Marketing Research, International Marketing, Strategic Marketing, Consumer Behavior, Insurance Marketing
Since 2018 member of The Board of The Marketing Doctoral School
<http://doctorat.ase.ro/marketing>
- 2009– 2013
 - Associate Professor, PhD
The Bucharest University of Economic Studies (ASE),
Faculty of Marketing, Department of Marketing (www.ase.ro)
Courses and seminars: Marketing, International Marketing, Strategic Marketing, Organizational and Consumer Behavior
- 2003–2009
 - Senior Lecturer, PhD
The Bucharest University of Economic Studies (ASE),
Faculty of Marketing, Department of Marketing
Courses and seminars: Marketing, International Marketing, Strategic Marketing, Organizational and Consumer Behavior
- 1999–2003
 - Lecturer
The Bucharest University of Economic Studies (ASE),
Faculty of Commerce, Department of Marketing
- 1999–1997
 - Junior Teaching Assistant,
The Bucharest University of Economic Studies (ASE),
Faculty of Commerce, Department of Marketing

Experience as member in representatives research centers and projects

- 2012-2016
 - Member of ENHANCE „Enhancing risk management partnerships for catastrophic natural disasters in Europe” (Collaborative Project under the European Commission 7th Framework), coordinated by Stichting VU-VUmc, University Amsterdam
- 2011-2009
 - Director of the project: ' Methodological Research Concerning the Influence of Endogenous and Exogenous Factors on the Insurance

- Consumer Behavior and the Creation of an Insurance Consumer Behavior Simulation Model' PNII – IDEI 1773/2008
- Since 2005
 - Member of CEMARK (Centrul de cercetări fundamentale și aplicative în Marketing – Center of Fundamental and Applied Research in Marketing) at The Bucharest University of Economic Studies (ASE), Bucharest

EDUCATION AND TRAINING

- July 2017
 - HABILITATION THESIS, The Bucharest University of Economic Studies (ASE), Title of the Habilitation Thesis: "MARKETING IN THE CONTEXT OF CURRENT TRENDS"
- November 2003
 - PhD in Economy, specialization: Marketing, The Bucharest University of Economic Studies (ASE), Title of the PhD Thesis: "INSURANCE MARKETING"
- 2003-1999
 - PhD candidate at The Bucharest University of Economic Studies (ASE), Faculty of Marketing.
- 1997 – 1999
 - DIPLÔME D'ÉTUDES SUPÉRIEURES SPÉCIALISÉES-DESS" *Finance et contrôle de gestion* " The Bucharest University of Economic Studies (ASE), (Faculty of Economic Studies in Foreign Languages - French specialization) and Université d'Orléans (Institut d'Administration des Entreprises d'Orléans)
- 1992 – 1997
 - The Bucharest University of Economic Studies (ASE), Faculty of Economic Studies in Foreign Languages - French, specialization "Business Administration"
- 1988 - 1992
 - Four years with Bacalaureate at the 'Ion Creangă' High School, Bucharest, Mathematics – Physics.

Mother tongue(s) Romanian

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C2 PROFICIENT USER	C2 PROFICIENT USER	C2 PROFICIENT USER	C2 PROFICIENT USER	C2 PROFICIENT USER
French	C2 PROFICIENT USER	C2 PROFICIENT USER	C2 PROFICIENT USER	C2 PROFICIENT USER	C2 PROFICIENT USER

Levels: A1/2: Basic user - B1/2: Independent user - C1/2 Proficient user
Common European Framework of Reference for Languages

Computer skills

- Good command of Microsoft Office tools (Word, Excel etc.)

PERSONAL SKILLS

ADDITIONAL INFORMATION

Publications

Representatives Books

- Nicolae Al. Pop (coordinator), Eva-Cristina Petrescu ș.a., **Marketing internațional: teorie și practică**, Ed. Uranus, Bucharest, 2011.
- Iuliana Cetină (coordinator), Eva-Cristina Petrescu et al., **Marketingul serviciilor. Fundamente și domenii de specializare**, Ed. Uranus, Bucharest, 2009.
- Eva-Cristina Petrescu, **Marketing în asigurări**, Ed. Uranus, Bucharest, 2005, 2012.
- Eva-Cristina Petrescu, **Marketing: Concepte de bază și aplicații**, Ed. Uranus, Bucharest, 2008.
- Kerbalek I., Stănciulescu G. (coordinators), Petrescu E.-C. et al., **Lexicon de servicii**, Ed. Uranus, Bucharest, 2009.
- Nicolae Al. Pop, Eva-Cristina Petrescu, **Marketing et gestion de la relation client**, Ed. Uranus, Bucharest, 2008.
- Maria Ionciță (coordinator), Eva-Cristina Petrescu, Delia Popescu, **Strategii de dezvoltare a sectorului terțiar**, Ed. Uranus, Bucharest, 2004.
- Carmen Bălan (coordinator), Eva-Cristina Petrescu et al., **Marketing. Aspecte conceptuale și operaționale**, Ed. ASE, Bucharest, 2004.
- Constantin Florescu, Petre Mâlcomete, Nicolae Al. Pop (coordinators), Eva-Cristina Petrescu et al., **Dicționar explicativ de marketing**, Ed. Economică, Bucharest, 2003.
- Laurențiu-Dan Anghel, Eva-Cristina Petrescu, **Business to Business Marketing**, Ed. Uranus, Bucharest, 2002, 2001.
- V. Balaure (coordinator), E.-C. Petrescu et al., **Marketing – teste grilă**, Ed. Uranus, Bucharest, 2003, 2001, 2000.

Awards for publications

- **Award of AGER** (Premiul Asociației Generale a Economisților din România) “*Enciclopedia anului 2003*” for the book “**Marketing. Dicționar explicativ**”, co-author, coordinators: Constantin Florescu, Petre Mâlcomete, Nicolae Al. Pop, Ed. Economică, Bucharest, 2003.
- **Award of AFER** (Premiul Asociației Facultăților de Economie din România) for speciality literature in 2008 for the book “**Marketing et gestion de la relation client**”, authors Nicolae Al. Pop, Eva-Cristina Petrescu, Ed. Uranus, Bucharest, 2008, 224 pg., ISBN 978-973-7765-55-0.
- **Award of AFER** (Premiul Asociației Facultăților de Economie din România (AFER) for speciality literature in 2011 for the book “**Marketing internațional: teorie și practică**”, co-author, coordinator: Nicolae Al. Pop, Uranus, Bucharest, 499 pg., ISBN 978-973-7765-91-8