



Europass Curriculum Vitae



Personal information

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Nationality

Romanian

Gender

Female

Occupational field

Economic Higher Education

Work experience

Dates

2009 - present

Occupation or position held

Professor, PhD, Business and Tourism Faculty, Tourism and Geography Department

Main activities and responsibilities

Member of the Faculty Council

Member of the Senate of Bucharest University of Economic Studies

Coordinator of PhD thesis

Coordinator of dissertations for master's programmes; coordinator of dissertations for graduation degree

Evaluation of PhD thesis and research reports

Courses and seminars: Management of Tourism Destinations, Business Ethics in Tourism and Commerce, Operation Management in Tourism, Ecotourism

Consultant / expert in 30 national and international research projects

Director of "Strategic Hospitality Management postgraduate program", in partnership with Ecole Hoteliere de Lausanne, Switzerland.

Name and address of employer

Type of business or sector

Bucharest University of Economic Studies, 6 Romana Square, 010374 Bucharest, sector 1/ Romania
Economic Higher Education

Dates

March 2012 - February 2016

Occupation or position held

Professor, PhD., Vice rector for education and long life learning

<p>Name and address of employer</p> <p>Type of business or sector</p>	<p>Coordinating:</p> <ul style="list-style-type: none"> ➤ Bachelor's programs (full-time/ on campus programs and distance learning programs) ➤ Master's programs (full-time/ on campus programs and part-time programs); ➤ Pedagogical training programs; ➤ Postgraduate professional training programs ➤ Lifelong professional training programs authorized by the National Council for Adult Education and Training (CNFPA); ➤ The organization of Summer schools; ➤ The liaison with pre-university educational institutions; ➤ Academic staff evaluation; ➤ Human resources development for teaching and academic research; ➤ Quality management in higher education; ➤ The organization of competitions for academic staff promotion; ➤ Certificates and Degrees ; ➤ Admission and graduation exams (Bachelor's and Master's graduation exams); ➤ Professional training programs for academic staff (initial training and ongoing training) and educational management. <p>Coordinating the following organizational structures:</p> <ul style="list-style-type: none"> ➤ Quality Management Division ➤ Distance Education Division ➤ General Secretariat: The Office of Academic Records and Transcripts, Rector's Office, Faculty secretariats, University Archives. <p>Overseeing the following programs:</p> <ul style="list-style-type: none"> ➤ Modernizing the educational process, to comply with European and international standards; ➤ Enhancing students' motivation and aspirations ➤ Increasing the efficiency of quality management at educational, research and administrative level. <p>Coordinating the following Faculties and Departments (including the writing of official signature on academic records):</p> <ul style="list-style-type: none"> ➤ Faculty of Cybernetics, Statistics and Economic Informatics; The Department of Academic Staff Training <p>Bucharest University of Economic Studies, 6 Romana Square, 010374 Bucharest, sector 1/ Romania</p> <p>Economic Higher Education</p>
<p>Dates</p> <p>Occupation or position held</p> <p>Main activities and responsibilities</p> <p>Name and address of employer</p> <p>Type of business or sector</p>	<p>2008 – 2012</p> <p>Professor, PhD.</p> <p>Head of the Tourism and Geography Department (since 2008)</p> <p>Coordinating the activity of the Tourism and Geography Department, since 2008</p> <p>Member of the Faculty Council; Member of the Senate of Bucharest University of Economic Studies</p> <p>Coordinator of PhD thesis, coordinator of dissertations for master's programmes; coordinator of dissertations for graduation degree</p> <p>Evaluation of PhD thesis and research reports</p> <p>Director of „Business in Tourism” online master programme</p> <p>Courses and seminars: Business Ethics in Tourism and Commerce, Operation Management in Tourism, Management of Tourism Destinations, Human Resources Management</p> <p>Consultant / expert in 25 national and international research projects.</p> <p>Bucharest University of Economic Studies, 6 Romana Square, 010374 Bucharest, sector 1/ Romania</p> <p>Economic Higher Education</p>

Dates **2001-2009**
Occupation or position held **Associate professor, PhD.**, Tourism and Services Chair
Main activities and responsibilities Member of the Faculty Council
Courses and seminars: Operation Management in Tourism, Management of Tourism Destinations, Business Ethics in Tourism and Commerce, Tourism Techniques, Ecotourism, Human Resources Management
Coordinator of dissertations for master's programmes; coordinator of dissertations for graduation degree
Evaluation of PhD thesis and research reports

Name and address of employer Bucharest University of Economic Studies, 6 Romana Square, 010374 Bucharest, sector 1/ Romania
Type of business or sector Economic Higher Education

Dates **1996-2001**
Occupation or position held **Lecturer**, Tourism and Services Chair
Main activities and responsibilities Courses and seminars: Operation Management in Tourism, Management of Tourism Destinations, Business Ethics in Tourism and Commerce, Tourism Techniques, Ecotourism, Human Resources Management
Coordinator of dissertations for graduation degree
PhD from 2000

Name and address of employer Bucharest University of Economic Studies, 6 Romana Square, 010374 Bucharest, sector 1/ Romania
Type of business or sector Economic Higher Education

Dates **1994-1996**
Occupation or position held **Assistant**, Tourism and Services Chair
Courses and seminars: Tourism Economy, Tourism Management, Tourism Techniques, Human Resources Management, Communication in business

Name and address of employer Bucharest University of Economic Studies, 6 Romana Square, 010374 Bucharest, sector 1/ Romania
Type of business or sector Economic Higher Education

Dates **1992-1994**
Occupation or position held **Scientific Researcher**
Main activities and responsibilities Various studies (coordination and/or cooperation) concerning: evaluation of tourist patrimony in Romanian counties and rural zones, programs for tourism integration, programs for tourism planning and development in various areas etc.

Name and address of employer National Institute for Research & Development in Tourism, Bucharest, Romania
Type of business or sector Tourism Research

Dates **1989-1992**
Occupation or position held **Buying and purchasing manager**
Main activities and responsibilities Negotiations and contracts with suppliers, coordination and control of the company's hotels & restaurants, including classification and authorization, in Maramures county, personnel training for H&R

Name and address of employer UJCPADM Maramures, Baia Mare, Romania
Type of business or sector Commerce and Tourism Business

Education and training

Dates **1995-2000**
Title of qualification awarded PhD.
Principal subjects/occupational skills covered Economic scientific research;
Thesis title: "*Development strategies for Romanian mountain resorts*"

Name and type of organisation providing education and training Bucharest University of Economic Studies, Romania

Level in national or international classification	ISCED 6																																																																						
Dates	1985-1989																																																																						
Title of qualification awarded	Bachelor of Economic Sciences, specialised in Tourism and Hospitality																																																																						
Principal subjects/occupational skills covered	Management (in commerce, tourism and services) and specific counselling Planning and carrying out effective activities in organization, in economical departments: purchasing, sales, auctions, marketing, logistics, dispatch-transport, advertising, public relations, quality (standard-setting, audit, assessing compliance, quality assurance and control) Examining the economic field and its connections and drawing up research reports																																																																						
Name and type of organisation providing education and training	Bucharest University of Economic Studies, Faculty of Commerce, Romania																																																																						
Level in national or international classification	ISCED 5																																																																						
Personal skills and competences																																																																							
Mother tongue(s)	Romanian																																																																						
Other language(s)																																																																							
Self-assessment																																																																							
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	<i>(*) Common European Framework of Reference for Languages</i>																																																																						
Social skills and competences	Team work: I coordinated a department, with very good relationship with all my colleagues, and many projects; I developed effective and efficient relationships with all members of research teams I was involved in; Sociability, diplomacy and tact, proactive interpersonal communication skills in working both with students in class and colleagues in project teams; Intercultural competences and rapid and easy integration in different groups: during each phase of several international research projects.																																																																						
Organisational skills and competences	As Vice Rector and as head of the Tourism and Geography Department, I had responsibilities in the field of scientific, organisation and coordination work I was member of the Organising Committees of five international conferences and I organised many others events in Tourism and Geography Department																																																																						
Computer skills and competences	Competent with most Microsoft Office Programmes and Internet surfing.																																																																						

Other skills and competences

Member of CNATDCU (National Council for Attesting Titles, Diplomas and Certificates), from 2011
CNRED Expert, Romanian Ministry of Education, from 2012
Member of the PhD thesis examination board, including international boards (Lund University, Sweden; Messina University, Italy; Montpellier University, France)
Member of the scientific board for several international congresses and symposiums (Romania, Slovenia, France, Italy)
Member of the editorial board for three scientific journals (two in Romania, one in Slovenia)
Visiting professor at Paul Verlaine University of Metz, France, Polytechnic University of Cartagena, Spain and IUT Robert Schuman Strasbourg, France
Member of Advisory Board of Competition Council of Romania
Member of THR Group Advisory Board, Romania
Member of Carpathian Tourism Cluster Advisory Board, Romania
Vice President of Romanian Tourism Press Club FIJET
Member of AJTR, Romania
Member of Transylvanian Spa Tourism Cluster
Counsellor of Romanian Ministry of Tourism and Regional Development, for the brand strategy and Bucharest marketing plan, 2011
„Virgil Madgearu” award, Romanian Academy, 2001, for the book “Human Resources Management” (co-author)
„Excellence in Hospitality Education” award in 2011, Trend Hospitality International Conference, Romania, 2011
Certification in “Integrity standards in higher education” and “Marketing for universities”, 2010-2011 (post grade courses)

Additional information

Publication: Author and co-author of 22 books, over 130 articles and scientific paper-works, 30 grants for national and international research projects (main topics: sustainable and nature based tourism; tourism labor market; tourism marketing etc.)

Relevant projects:

- Coordinator for Romanian partner ASE, international project "Assessment Procedure for Micro and Small Sized Enterprises Successors in Tourism Industry – Best Boss", project no. 2014-1-DE02-KA200-001608, Erasmus+, 2014-2016
- Coordinator for Romanian partner ASE, international project "Guidelines and Training Programme for Corporate Social Responsibility in Tourism Developed by VET and HE Providers for Micro and Small Sized Enterprises - Fair Tourism", project no. 2014-1-UK01-KA000-000057, Erasmus+, 2014-2016
- Project Director POSDRU/156/1.2./G/137442, „Calitate și performanță în programele de masterat prin integrarea competențelor de comunicare în afaceri și sustenabilitate în societatea bazată pe cunoaștere”, 2014-2015
- Expert in proiect POSDRU/159/1.5/S/134197 și POSDRU/159/1.5/S/142115 - „Performanță și excelență în cercetarea doctorală și postdoctorală în domeniul științelor economice din România”, 2014-2015
- Expert in proiect POSDRU/157/1.3/S/135590 - "Universitaria - școală de didactică universitară și cercetare științifică avansată", 2014-2015
- Coordinator for Romanian partner ASE, international project „Sustainable and Nature based Tourism IT Course and Handbook”, Project-No. 505550-LLP-1-2009-1-DE-KA3-KA3MP, 2010-2013
- Tourism Expert in : "Instrumente strategice pentru ocupare în industria turismului", POSDRU/82/5.1/S/58276, Asociația PartNET – Parteneriat pentru Dezvoltare Durabilă, 2011-2013
- Tourism Expert in : „Evaluarea reformei procesului politicilor publice la nivelul administrației publice centrale”, cod SMIS 12124, P.O. „Dezvoltarea Capacității Administrative”, Secretariatul General al Guvernului, 2012
- Expert in: „Dezvoltarea competențelor și asistență în afaceri pentru întreprinzători în dificultate”, proiect POSDRU /92/3.1/S/61095, 2011-2012
- Project Director for „Studiu de marketing (Marketing Study)” , for CJ Dâmbovița , part of the project „Promovarea potențialului turistic al județului Dâmbovița (Tourism promotion of Dambovita County Patrimoine)”, cod SMIS 18706”, Contract no. 1226/01.03.2011, Programul Operațional Regional 2007 – 2013, Axa prioritară 5 – Dezvoltarea durabilă și promovarea turismului, Domeniul major de intervenție 5.3 – Promovarea potențialului turistic și crearea infrastructurii necesare, în scopul creșterii atractivității României ca destinație turistică
- Tourism Expert for the international project CELCIT (Italia, Spania, Lituania, Romania), LLP program Socrates, Grundwig, 2006-2007 (for the development of an e-learning training course for local tourism agents)

2019 January 8, Bucharest