

PERSONAL INFORMATION

Jacqueline Harba

 12, Splaiul Unirii, Bucharest, Romania

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 jacqueline_harba@yahoo.com

Sex female | Date of birth 01/09/1990 | Nationality Romanian

WORK EXPERIENCE

July 2018 - Present**Darinne Distribution | Bucharest, Romania**

Director of Business Development

June 2017 – June 2018**University for the Creative Arts | Epsom, UK**

Lecturer on master of Arts in Fashion & Business Courses and BA (Hons) Fashion Management & Marketing

September 2014 – June 2017

University for the Creative Arts | Epsom, UK

Graduate Teaching Assistant, Master of Arts in Fashion & Business

June 2015 – December 2016**Devatics | London, UK**

Marketing & PR Executive

May 2015 – September 2015**Laura Lee Jewellery | London, UK**

Operations Assistant

EDUCATION AND TRAINING

September 2018 - Present**PhD in Business Administration**

Bucharest University of Economic Studies, Bucharest, Romania

September 2015 - July 2017

Postgraduate Certificate in Creative Arts Education

University for the Creative Arts, Epsom, UK

September 2013 – September 2014

MA Fashion & Lifestyle Journalism (Distinction)

University for the Creative Arts, Epsom, UK

September 2012 – September 2013

MA Branding – Marketing, PR, Advertising (Merit)

Goldsmiths University of London, UK

September 2009 – July 2012

BA (Hons) Media Studies (2.1)

Anglia Ruskin University, Cambridge, UK

PERSONAL SKILLS

Mother tongue(s) Romanian

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C2	C2	C2	C2	C2
French	B2	B2	B2	B2	B2

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

Communication skills

- good communication skills gained through my experience in: education, journalism, public relation and social media.

Organisational / managerial skills

- leadership proven within my activities in education, as event manager and development manager. (currently responsible for a team of 10 people)

Job-related skills

- I am a highly professional, results-driven and motivated individual

Computer skills

- Skilled user of Microsoft Office packages;
Competent user of Adobe.

Driving licence

- category B

ADDITIONAL INFORMATION

Conferences

21 October 2021**The 8th International Conference on Tourism****Bucharest, Romania**

Contemporary Approaches and Challenges of Tourism Sustainability.

Presentation topic: *Wine Tourism in Romania. An Exploratory Study among Wine Consumers.***5 July 2021****The 17th Economic International Conference, IEC****Suceava, Romania****Presentation topic:** *Novel Approaches in Tourism Digitalization – Strategies for a Post Covid-19 World.***12 June 2020****The 14th International Conference on Business Excellence****Bucharest, Romania**

Business Revolution in the Digital Era.

Presentation Topic 1: *Establishing the New Normal in the Hospitality Industry. Operational Considerations for Accommodation Units and F&B Facilities in Romania.***Presentation Topic 2:** *The Impact of the Latest Unforeseen Events over the Cruise Industry in 2020.***3-6 October 2019****The 7th International Conference on Tourism****Predeal, Romania**

Contemporary Approaches and Challenges of Tourism Sustainability.

Presentation Topic 1: *Employee skills demand in the hospitality industry in different tourist destinations: A comparative analysis of skill forecasting in the tourism industry in Bucharest, capital city and Constanta, seasonal seaside holiday destination, with a 5-year horizon.***Poster Topic:** *Patterns in Undergraduate Theses Supervision in Business & Economics.***30 May 2019****5th BASIQ International Conference****Bari, Italy**

New Trends in Sustainable Business and Consumption.

Presentation topic: *The answer to a sustainable and competitive tourist destination – the advantages of a destination management organization in Predeal, Romania.***22 March 2019****The 13th International Conference on Business Excellence****Bucharest, Romania**

Sustainable Business Models and Innovation in the Knowledge Economy.

Presentation topic: *New Approaches to Customer Experience: Where Technological Innovation Meets Luxury Fashion.***30 June 2017****University for Creative Arts****Epsom, UK**

Inclusive Learning and Teaching: Sharing Challenges and Opportunities Post DSA.

Presentation topic: *Improving international student engagement through inclusive briefing.*

Published scientific articles

2022

Virtual Data Modeling and Geospatial Mapping Tools, Data-driven Internet of Things and Sustainable Urban Computing Systems, and Digital Twin Simulation and Extended Reality Technologies in Augmented Reality-powered Immersive Spaces and 3D Digital Environments

ADDLETON ACADEMIC PUBLISHERS NEW YORK

2022

Quantifying the Impact of the COVID-19 Pandemic on the Romanian Balneal Tourism. A Comparative Analysis of Baile Herculane and Baile Felix

SEMANTIC SCHOLAR

2021

Novel Approaches in Tourism Digitalisation: Strategies for a Post-Covid-19 World
REVISTA DE TURISM

2021

Exploring Consumer Emotions in Pre-Pandemic and Pandemic Times. A Sentiment Analysis of Perceptions in the Fine-Dining Restaurant Industry in Bucharest, Romania

MDPI

2021

New Approaches to Customer Experience: Where Disruptive Technological Innovation Meets Luxury Fashion

SCIENDO

Data 25/09/2014

Semnatura

