

**Curriculum vitae  
Europass****Personal information**

First name(s) / Surname(s) **Dabija, Dan-Cristian**

Address Babeş-Bolyai University, Faculty of Economics and Business Administration,  
Department of Marketing, Teodor Mihali 58-60, RO-400591 Cluj-Napoca

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Web <http://scholar.google.ro/citations?user=MqzkKtoAAAAJ&hl=de>  
<https://sites.google.com/site/drecdancristiandabija/home>  
<https://publons.com/a/479036>

Nationality Romanian

Date of birth 19 December 1980

Gender Male

**POSITION** International Expert

**AREAS OF EXPERTISE** Retailing; Marketing; Retail Marketing; International Marketing; Organization Studies; E-Commerce Marketing; Consumer Research; Consumer Generations; Sustainable Retailing; Sustainable Marketing; Tourism Marketing.

**WORK EXPERIENCE (ACADEMIA)**

Dates **25.2.2019 – present**

Occupation or position held **Professor (Habil.), PhD**

Main activities and responsibilities Teaching courses and seminars in: Basics of Marketing, International Marketing, Strategic Marketing, (Romanian and German Study Line); Academic Writing and Research Methodology (Romanian and English Line of Study); Retail Marketing and Academic Writing (PhD Course); E-Commerce Marketing (Romanian); Currently 6 PhD Students.

Name and address of employer Babeş-Bolyai University, Faculty of Economics and Business Administration,  
Department of Marketing, Teodor Mihali 58 – 60, RO – 400591 Cluj-Napoca,  
<https://econ.ubbcluj.ro/cv.php?id=125>;

Type of business Higher Education

Dates **1.10.2013 – 24.2.2019**

Occupation or position held **Associate Professor, PhD, Habilitation (since 12.2015), PhD Supervisor in Marketing (since 2.2017)**

Main activities and responsibilities Teaching courses and seminars in: Basics of Marketing, International Marketing, Strategic Marketing, Marketing Policies, International Tourism (Romanian and German Study Line); Retail Marketing and Academic Writing (PhD Course); Currently 5 PhD Students.

Name and address of employer Babeş-Bolyai University, Faculty of Economics and Business Administration,  
Department of Marketing, Teodor Mihali 58 – 60, RO – 400591 Cluj-Napoca,  
<https://econ.ubbcluj.ro/cv.php?id=125>;

Type of business Higher Education

Dates	<b>24.10.2011 – 30.09.2013</b>
Occupation or position held	<b>Lecturer, PhD</b>
Main activities and responsibilities	Teaching courses and seminars in: Basics of Marketing, International Marketing, Marketing Research, Strategic Marketing, Marketing Policies, International Tourism, Retail Marketing (Romanian and German Study Line)
Name and address of employer	Babeş-Bolyai University, Faculty of Economics and Business Administration, Department of Marketing, Teodor Mihali 58 – 60, RO – 400591 Cluj-Napoca, <a href="https://econ.ubbcluj.ro/cv.php?id=125">https://econ.ubbcluj.ro/cv.php?id=125</a> ;
Type of business	Higher Education
Dates	<b>1.10.2007 – 24.10.2011</b>
Occupation or position held	<b>Assistant Lecturer</b> , with special permission to teach courses ( <b>1.10.2009-24.10.2011</b> )
Main activities and responsibilities	Teaching courses and seminars in: Basics of Marketing, International Marketing, Marketing Research, Marketing Policies, International Tourism (Romanian and German Study Line)
Name and address of employer	Babeş-Bolyai University, Faculty of Economics and Business Administration, Department of Marketing, Teodor Mihali 58 – 60, RO – 400591 Cluj-Napoca, <a href="https://econ.ubbcluj.ro/cv.php?id=125">https://econ.ubbcluj.ro/cv.php?id=125</a> ;
Type of business	Higher Education
Dates	<b>01.03.2005 – 30.09.2007</b>
Occupation or position held	<b>Teaching Assistant</b>
Main activities and responsibilities	Teaching seminars in: Basics of Marketing, International Marketing, Marketing Research (Romanian and German Study Line)
Name and address of employer	Babeş-Bolyai University, Faculty of Economics and Business Administration, Department of Marketing, Teodor Mihali 58 – 60, RO – 400591 Cluj-Napoca, <a href="https://econ.ubbcluj.ro/cv.php?id=125">https://econ.ubbcluj.ro/cv.php?id=125</a> ;
Type of business	Higher Education
Dates	<b>01.10.2003 – 28.02.2005</b>
Occupation or position held	<b>Scientific collaborator</b>
Main activities and responsibilities	Teaching seminars in: Basics of Marketing; Basics of Informatics; Databanks and Programming;
Name and address of employer	Babeş-Bolyai University, Faculty of Economics and Business Administration, Department of Marketing, Teodor Mihali 58 – 60, RO – 400591 Cluj-Napoca, <a href="https://econ.ubbcluj.ro/cv.php?id=125">https://econ.ubbcluj.ro/cv.php?id=125</a> ;
Type of business	Higher Education

## WORK EXPERIENCE (EDITOR)

Dates	<b>1.3.2024 – present</b>
Occupation or position held	<b>Associate Editor</b> Business Process Management Journal. <a href="https://shorturl.at/sBO02">https://shorturl.at/sBO02</a>
Main activities and responsibilities	Handling the review process; Finding reviewers for submitted papers; Handling contacts with EIC, reviewers and authors; Supporting the journal
ISSN, Publisher, Impact Factor	ISSN 1463-7154; Emerald; IF 2022: 4.10

- Dates **1.6.2023 – present**
- Occupation or position held **Editorial Advisory Board** Oeconomia Copernicana. <https://journals.economic-research.pl/oc/about/editorialTeam>
- Main activities and responsibilities Handling the review process; Finding reviewers for submitted papers; Handling contacts with EIC, reviewers and authors; Supporting the journal
- ISSN, Publisher, Impact Factor ISSN 2083-1277; IF 2022: 8.5
- Dates **1.8.2021 – present**
- Occupation or position held **Associate Editor** Frontiers in Psychology: Personality and Social Psychology. <https://www.frontiersin.org/journals/psychology/sections/personality-and-social-psychology>
- Main activities and responsibilities Handling the review process; Finding reviewers for submitted papers; Handling contacts with EIC, reviewers and authors; Supporting the journal
- ISSN, Publisher, Impact Factor ISSN 1664-1078; Frontiers; IF 2022: 3.8
- Dates **1.7.2021 – present**
- Occupation or position held **Guest Editor** Sustainability [https://www.mdpi.com/journal/sustainability/special\\_issues/SDG\\_IndustrialRevolution](https://www.mdpi.com/journal/sustainability/special_issues/SDG_IndustrialRevolution)
- Main activities and responsibilities Handling the review process; Finding reviewers for submitted papers; Handling contact with EIC, reviewers and authors; Supporting the journal
- ISSN, Publisher, Impact Factor ISSN 2071-1050; MDPI; IF 2022: 3.9
- Dates **15.1.2021 – present**
- Occupation or position held **Guest Editor/Topical Editor** Journal of Theoretical and Applied Electronic Commerce Research [https://www.mdpi.com/journal/jtaer/special\\_issues/Consumer\\_Experience](https://www.mdpi.com/journal/jtaer/special_issues/Consumer_Experience)
- Main activities and responsibilities Handling the review process; Finding reviewers for submitted papers; Handling contact with EIC, reviewers and authors; Supporting the journal
- ISSN, Publisher, Impact Factor ISSN 0718-1876; MDPI; IF 2022: 5.6
- Dates **1.10.2020 – present**
- Occupation or position held **Associate Editor** Kybernetes (Emerald) <https://www.emeraldgrouppublishing.com/journal/k>
- Main activities and responsibilities Handling the review process; Finding reviewers for submitted papers; Handling contact with EIC, reviewers and authors; Supporting the journal
- ISSN, Publisher, Impact Factor ISSN 0368-492X; Emerald; IF 2022: 2.5
- Dates **1.10.2020 – 31.10.2022**
- Occupation or position held **Guest Editor** Sustainability [https://www.mdpi.com/journal/sustainability/special\\_issues/sustainable\\_tourism\\_international\\_context](https://www.mdpi.com/journal/sustainability/special_issues/sustainable_tourism_international_context)
- Main activities and responsibilities Handling the review process; Finding reviewers for submitted papers; Handling contact with EIC, reviewers and authors; Supporting the journal
- ISSN, Publisher, Impact Factor ISSN 2071-1050; MDPI; IF 2022: 3.9
- Dates **1.4.2020 – present**
- Occupation or position held **Senior Editor** European Journal of International Management <https://www.inderscience.com/jhome.php?jcode=ejim>

Main activities and responsibilities	Handling the review process; Finding reviewers for submitted papers; Handling contact with Deputy EIC, reviewers and authors; Supporting the journal
ISSN, Publisher, Impact Factor	ISSN 1751-6765; Inderscience; IF 2022: 1.9
Dates	<b>1.11.2019 – 31.8.2021</b>
Occupation or position held	<b>Guest Editor</b> Journal of Risk and Financial Management <a href="https://www.mdpi.com/journal/jrfm/special_issues/Sustainability_Retail">https://www.mdpi.com/journal/jrfm/special_issues/Sustainability_Retail</a>
Main activities and responsibilities	Handling the review process; Finding reviewers for submitted papers; Handling contact with EIC, reviewers and authors; Supporting the journal
ISSN, Publisher, Impact Factor	ISSN 1911-8074; MDPI; ESCI
Dates	<b>1.9.2019 – 1.1.2021</b>
Occupation or position held	<b>Guest Editor</b> Journal of International Management <a href="https://www.journals.elsevier.com/journal-of-international-management/call-for-papers/thirty-years-later-a-fresh-look-at-the-central">https://www.journals.elsevier.com/journal-of-international-management/call-for-papers/thirty-years-later-a-fresh-look-at-the-central</a>
Main activities and responsibilities	Handling the review process; Finding reviewers for submitted papers; Handling contact with EIC, reviewers and authors; Supporting the journal
ISSN, Publisher, Impact Factor	ISSN 1075-4253; Elsevier; IF 2022: 6.1
Dates	<b>1.8.2019 – 1.1.2021</b>
Occupation or position held	<b>Guest Editor</b> Information <a href="https://www.mdpi.com/journal/information/special_issues/Green_Marketing">https://www.mdpi.com/journal/information/special_issues/Green_Marketing</a>
Main activities and responsibilities	Handling the review process; Finding reviewers for submitted papers; Handling contact with EIC, reviewers and authors; Supporting the journal
ISSN, Publisher, Impact Factor	ISSN 2078-2489; MDPI; ESCI
Dates	<b>1.8.2018 – 1.1.2022</b>
Occupation or position held	<b>Managing Editor</b> Marketing from Information to Decision Journal <a href="https://econ.ubbcluj.ro/mid/journal/editorial.php">https://econ.ubbcluj.ro/mid/journal/editorial.php</a>
Main activities and responsibilities	Reviewing articles; Handling accepted papers by contacting authors; Handling contact with EIC; Supporting the journal
ISSN, Publisher, Impact Factor	ISSN 2601-3983; DeGruyter/Sciendo; -
Dates	<b>1.6.2017 – present</b>
Occupation or position held	<b>Scientific Board Member</b> Economics and Management <a href="http://www.ekonomie-management.cz/en/scientific-board/">http://www.ekonomie-management.cz/en/scientific-board/</a>
Main activities and responsibilities	Reviewing for the journal; Supporting the journal
ISSN, Publisher, Impact Factor	ISSN 1212-3609; Technical University Liberci, IF 2022: 1.5
Dates	<b>1.8.2014 – present</b>
Occupation or position held	<b>Associate Editor</b> Amfiteatru Economic <a href="https://www.amfiteatruconomic.ro/BordEditorial_EN.aspx">https://www.amfiteatruconomic.ro/BordEditorial_EN.aspx</a>
Main activities and responsibilities	Reviewing articles; Handling accepted papers by contacting authors; Handling contact with EIC; Supporting the journal
ISSN, Publisher, Impact Factor	ISSN 1582-9146; Bucharest University of Economics; IF 2022: 2.6

Dates	<b>1.4.2010 – 30.10.2023</b>
Occupation or position held	<b>Editorial Assistant</b> Virgil Madgearu Review of Economic Studies and Research <a href="https://econ.ubbcluj.ro/rvm/en/editorial_board.php">https://econ.ubbcluj.ro/rvm/en/editorial_board.php</a>
Main activities and responsibilities	Database listing of published papers; Handling contacts with EIC; Supporting the journal
ISSN, Publisher, Impact Factor	ISSN 2069-0606; Alma Mater Publishing Cluj-Napoca; -

## WORK EXPERIENCE (QUALITY ENSURANCE AND STUDY PROGRAM ACCREDITATION)

Dates	<b>1.1.2018-present</b>
Occupation or position held	<b>Responsible for the Study Program</b> <i>PhD Studies in Marketing</i> , Babeş-Bolyai University Cluj-Napoca, PhD School of Economics and Business
Dates	<b>1.10.2020-present</b>
Occupation or position held	<b>Responsible for the Study Program</b> Marketing Policies and Strategies (Master, Distant Learning), Babeş-Bolyai University Cluj-Napoca, Faculty of Economics and Business Administration

## JOINT PHD SUPERVISION OF DOCTORAL STUDENTS

Dates	<b>1.10.2022-present</b>
Name of PhD School where Joint PhD Student is enrolled	Babeş-Bolyai University Cluj-Napoca, PhD School of Economics and Business Administration, Marketing (domain)
Type of business or sector	Higher Education
Partner university	Bourgogne Franche-Comte University, France
Main PhD Supervisor	Univ. Prof. Dr. Dan-Cristian Dabija, Babeş-Bolyai University Cluj-Napoca, Romania
Joint Supervisor	Univ. Prof. Dr. Laurant Gautier, Bourgogne Franche-Comte University, France
PhD Student	Silvana Prodan
PhD Title	Exploring citizens sentiment towards central bank digital currencies: A Twitter analysis

Dates	<b>1.1.2018-30.9.2021</b>
Name of PhD School where Joint PhD Student is enrolled	Babeş-Bolyai University Cluj-Napoca, PhD School of Economics and Business Administration, Marketing (domain)
Type of business or sector	Higher Education
Partner university	Nürtingen-Geislingen University, Germany
Main PhD Supervisor	Prof. Dr. Dan-Cristian Dabija, Babeş-Bolyai University Cluj-Napoca, Romania
Joint Supervisor	Prof. Dr. Barbara Kreis-Engelhardt, Nürtingen-Geislingen University, Germany
PhD Student	Michael Philipp Heide
PhD Title	Innovative communication strategies for improving service quality in orthopedic retail (Innovative Kommunikationsstrategien für die Verbesserung der Dienstleistungsqualität im Orthopediehandel)

Dates	<b>1.1.2018-30.9.2021</b>
Name of PhD School where Joint PhD Student is enrolled	Babeş-Bolyai University Cluj-Napoca, PhD School of Economics and Business Administration, Marketing (domain)
Type of business or sector	Higher Education
Partner university	Nürtingen-Geislingen University, Germany
Main PhD Supervisor	Prof. Dr. Dan-Cristian Dabija, Babeş-Bolyai University Cluj-Napoca, Romania

Joint Supervisor Prof. Dr. Barbara Kreis-Engelhardt, Nürtingen-Geislingen University, Germany  
PhD Student Martin Stefan Heide (PhD Studies were cancelled by the candidate)  
PhD Title The improvement of the supply of medical aids using the example of compression therapy in the B2C area from the point of view of strategic marketing in the medical supply trade (Die Verbesserung der Versorgung mit medizinischen Hilfsmitteln am Beispiel der Kompressionstherapie im B2C-Bereich aus Sicht des strategischen Marketings im Sanitätsfachhandel)

## MEMBER IN PHD DEFENSE COMMISSIONS ABROAD

Date **29.10.2020**  
Name of PhD School Katholische Universität Eichstätt Ingolstadt, Faculty of Business Administration, Ingolstadt, Germany  
Type of business or sector Higher Education  
PhD Supervisor Prof. Dr. Max Ringelstätter, Katholische Universität Eichstätt Ingolstadt, Germany  
Referee 1 Prof. Dr. Dan-Cristian Dabija, Babeş-Bolyai University Cluj-Napoca, Romania  
Referee 2 Prof. Dr. Thomas Setzer, Katholische Universität Eichstätt Ingolstadt, Germany  
President of PhD Defense Commission Prof. Dr. Anton Burger, Katholische Universität Eichstätt Ingolstadt, Germany  
PhD Student Florian Chitic  
PhD Title Nachhaltigkeit der Unternehmensentwicklung und Moralisierung des Konsums - Entwicklungstendenzen anhand eines Beispiels

## GRANTS, RESEARCH PROJECTS, CONSULTANCY

Dates **1.10.2022-31.12.2024**  
Name of employer Babeş-Bolyai University Cluj-Napoca  
Type of business or sector Higher Education  
Financing source **Erasmus+ Strategic Partnership 2022-1-RO01-KA220-HED-000087365**  
Value **250,000 EUR**  
Department Babeş-Bolyai University Cluj-Napoca, Research Department  
Occupation or position held Project Leader / Principal Investigator  
Main activities and responsibilities Conducting research within the project *Business Negotiations Competencies in the Online World* financed through the Erasmus+ Program  
<https://sites.google.com/view/bncow/home>

Dates **1.6.2022-31.5.2023**  
Name of employer Babeş-Bolyai University Cluj-Napoca  
Type of business or sector Higher Education  
Financing source **UBB AGC 32563/30.5.2022 (Internal Grant of the Babes-Bolyai University for supporting employees' competitiveness)**  
Value **494 RON (100 EUR)**  
Department Babeş-Bolyai University Cluj-Napoca, Research Department  
Occupation or position held Project Leader / Principal Investigator  
Main activities and responsibilities Conducting research within the project *The Influence of Teleworking on Performance and Employees' Counterproductive Behaviour*; Internal University Project financed through the Programme Research-Competitiveness-Excellence  
<https://cercetare.ubbcluj.ro/ro/granturi-pentru-sustinerea-competitivitatii-angajatilor-din-ubb-granturi-de-dezvoltare-profesionala-didactica/>

Dates	<b>1.6.2022-31.5.2023</b>
Name of employer	Babeş-Bolyai University Cluj-Napoca
Type of business or sector	Higher Education
Financing source	<b>UBB AGC 32564/30.5.2022 (Internal Grant of the Babes-Bolyai University for supporting employees' competitiveness)</b>
Value	<b>494 RON (100 EUR)</b>
Department	Babeş-Bolyai University Cluj-Napoca, Research Department
Occupation or position held	Project Leader / Principal Investigator
Main activities and responsibilities	Conducting research within the project <i>Monetary Incentivization of Crowds by Platforms</i> ; Internal University Project financed through the Programme Research-Competitvity-Excellence <a href="https://cercetare.ubbcluj.ro/ro/granturi-pentru-sustinerea-competitivitatii-angajatilor-din-ubb-granturi-de-dezvoltare-profesionala-didactica/">https://cercetare.ubbcluj.ro/ro/granturi-pentru-sustinerea-competitivitatii-angajatilor-din-ubb-granturi-de-dezvoltare-profesionala-didactica/</a>
Dates	<b>1.6.2022-31.5.2023</b>
Name of employer	Babeş-Bolyai University Cluj-Napoca
Type of business or sector	Higher Education
Financing source	<b>UBB AGC 32565/30.5.2022 (Internal Grant of the Babes-Bolyai University for supporting employees' competitiveness)</b>
Value	<b>1235 RON (250 EUR)</b>
Department	Babeş-Bolyai University Cluj-Napoca, Research Department
Occupation or position held	Project Leader / Principal Investigator
Main activities and responsibilities	Conducting research within the project <i>Crowdfunding for Independent Print Media: ECommerce, Marketing, and Business Development</i> ; Internal University Project financed through the Programme Research-Competitvity-Excellence <a href="https://cercetare.ubbcluj.ro/ro/granturi-pentru-sustinerea-competitivitatii-angajatilor-din-ubb-granturi-de-dezvoltare-profesionala-didactica/">https://cercetare.ubbcluj.ro/ro/granturi-pentru-sustinerea-competitivitatii-angajatilor-din-ubb-granturi-de-dezvoltare-profesionala-didactica/</a>
Dates	<b>1.6.2022-31.5.2023</b>
Name of employer	Babeş-Bolyai University Cluj-Napoca
Type of business or sector	Higher Education
Financing source	<b>UBB AGC 32566/30.5.2022 (Internal Grant of the Babes-Bolyai University for supporting employees' competitiveness)</b>
Value	<b>741 RON (150 EUR)</b>
Department	Babeş-Bolyai University Cluj-Napoca, Research Department
Occupation or position held	Project Leader / Principal Investigator
Main activities and responsibilities	Conducting research within the project <i>Consumer Perception and Understanding of European Union Quality Schemes: A Systematic Literature Review</i> ; Internal University Project financed through the Programme Research-Competitvity-Excellence <a href="https://cercetare.ubbcluj.ro/ro/granturi-pentru-sustinerea-competitivitatii-angajatilor-din-ubb-granturi-de-dezvoltare-profesionala-didactica/">https://cercetare.ubbcluj.ro/ro/granturi-pentru-sustinerea-competitivitatii-angajatilor-din-ubb-granturi-de-dezvoltare-profesionala-didactica/</a>
Dates	<b>1.9.2022 – 28.2.2023</b>
Name of employer	National University of Political, Administrative and Communication Sciences, Bucharest, Romania
Type of business or sector	Higher Education
Financing source	<b>PN-III-P1-1.1-TE-2019-1356</b>
Value	<b>431,377 RON (86,505 EUR)</b>

Department	Research Project, Romanian Executive Agency for Higher Education, Research Development and Innovation Funding, UEFISCDI
Occupation or position held	Project Leader / Principal Investigator
Main activities and responsibilities	Conducting research within the project "The impact of knowledge networks on achieving sustainable competitive advantage: from the individual to the organizational systems" <a href="https://ccm.facultateademangement.ro/kn_sca/">https://ccm.facultateademangement.ro/kn_sca/</a>
Dates	<b>1.7.2022 – 31.12.2024</b>
Name of employer	Babeş-Bolyai University Cluj-Napoca
Type of business or sector	Higher Education
Financing source	<b>PN-III-P4-PCE-2021-0366</b>
Value	<b>1,199,527 RON (240,490 EUR)</b>
Department	Research Project, Romanian Executive Agency for Higher Education, Research Development and Innovation Funding, UEFISCDI
Occupation or position held	Senior Researcher
Main activities and responsibilities	Conducting research within the project " <i>Opportunities and constraints for career development of non-STEM graduates: A mixed method approach (jobs4non-STEM)</i> " <a href="https://socasis.ubbcluj.ro/proiecte/opportunities-and-constraints-for-career-development-of-non-stem-graduates-a-mixed-method-approach/">https://socasis.ubbcluj.ro/proiecte/opportunities-and-constraints-for-career-development-of-non-stem-graduates-a-mixed-method-approach/</a>
Dates	<b>15.5.2022 – 14.5.2024</b>
Name of employer	Babeş-Bolyai University Cluj-Napoca
Type of business or sector	Higher Education
Financing source	<b>PNIII-RU-TE-2021-0795</b>
Value	<b>450,000 RON (93,750 EUR)</b>
Department	Research Project, Romanian Executive Agency for Higher Education, Research Development and Innovation Funding, UEFISCDI
Occupation or position held	Project Leader / Principal Investigator
Main activities and responsibilities	Conducting research within the project "Resilient Retail: Technology driven COVID-19 Impact on Consumers and Retailers" <a href="https://sites.google.com/site/ResCOVRet">https://sites.google.com/site/ResCOVRet</a>
Dates	<b>1.8.2021-31.7.2022</b>
Name of employer	Babeş-Bolyai University Cluj-Napoca
Type of business or sector	Higher Education
Financing source	<b>UBB AGC 33448/07.07.2021 (Internal Grant of the Babes-Bolyai University for supporting employees' competitiveness)</b>
Value	<b>3791 RON (770 EUR)</b>
Department	Babeş-Bolyai University Cluj-Napoca, Research Department
Occupation or position held	Project Leader / Principal Investigator
Main activities and responsibilities	Conducting research within the project <i>What makes an AI device human-like? The role of interaction quality, empathy and perceived psychological anthropomorphic characteristics in the acceptance of artificial intelligence in the service industry;</i> Internal University Project financed through the Programme Research-Competitvity-Excellence <a href="https://cercetare.ubbcluj.ro/ro/granturi-pentru-sustinerea-competitivitatii-angajatilor-din-ubb-granturi-de-dezvoltare-profesionala-didactica/">https://cercetare.ubbcluj.ro/ro/granturi-pentru-sustinerea-competitivitatii-angajatilor-din-ubb-granturi-de-dezvoltare-profesionala-didactica/</a>
Dates	<b>1.8.2021-31.7.2022</b>
Name of employer	Babeş-Bolyai University Cluj-Napoca



Type of business or sector	Higher Education
Financing source	<b>UBB AGC 33449/07.07.2021 (Internal Grant of the Babes-Bolyai University for supporting employees' competitiveness)</b>
Value	<b>738 RON (150 EUR)</b>
Department	Babeş-Bolyai University Cluj-Napoca, Research Department
Occupation or position held	Project Leader / Principal Investigator
Main activities and responsibilities	Conducting research within the project <i>Clustering Generation Z university students based on daily fruit and vegetable consumption: empirical research in an emerging market</i> ; Internal University Project financed through the Programme Research-Competitiveness-Excellence <a href="https://cercetare.ubbcluj.ro/ro/granturi-pentru-sustinerea-competitivitatii-angajatilor-din-ubb-granturi-de-dezvoltare-profesionala-didactica/">https://cercetare.ubbcluj.ro/ro/granturi-pentru-sustinerea-competitivitatii-angajatilor-din-ubb-granturi-de-dezvoltare-profesionala-didactica/</a>
Dates	<b>1.8.2021-31.7.2022</b>
Name of employer	Babeş-Bolyai University Cluj-Napoca
Type of business or sector	Higher Education
Financing source	<b>UBB AGC 33450/07.07.2021 (Internal Grant of the Babes-Bolyai University for supporting employees' competitiveness)</b>
Value	<b>3446 RON (700 EUR)</b>
Department	Babeş-Bolyai University Cluj-Napoca, Research Department
Occupation or position held	Project Leader / Principal Investigator
Main activities and responsibilities	Conducting research within the project <i>The Influence of Internal Marketing and Job Satisfaction on Task Performance and Counterproductive Work Behavior in an Emerging Market during the COVID-19 Pandemic</i> ; Internal University Project financed through the Programme Research-Competitiveness-Excellence <a href="https://cercetare.ubbcluj.ro/ro/granturi-pentru-sustinerea-competitivitatii-angajatilor-din-ubb-granturi-de-dezvoltare-profesionala-didactica/">https://cercetare.ubbcluj.ro/ro/granturi-pentru-sustinerea-competitivitatii-angajatilor-din-ubb-granturi-de-dezvoltare-profesionala-didactica/</a>
Dates	<b>1.8.2021-31.7.2022</b>
Name of employer	Babeş-Bolyai University Cluj-Napoca
Type of business or sector	Higher Education
Financing source	<b>UBB AGC 33564/14.07.2021 (Internal Grant of the Babes-Bolyai University for supporting employees' competitiveness)</b>
Value	<b>492 RON (100 EUR)</b>
Department	Babeş-Bolyai University Cluj-Napoca, Research Department
Occupation or position held	Project Leader / Principal Investigator
Main activities and responsibilities	Conducting research within the project <i>Customer Experience in Fintech</i> ; Internal University Project financed through the Programme Research-Competitiveness-Excellence <a href="https://cercetare.ubbcluj.ro/ro/granturi-pentru-sustinerea-competitivitatii-angajatilor-din-ubb-granturi-de-dezvoltare-profesionala-didactica/">https://cercetare.ubbcluj.ro/ro/granturi-pentru-sustinerea-competitivitatii-angajatilor-din-ubb-granturi-de-dezvoltare-profesionala-didactica/</a>
Dates	<b>1.8.2021-31.7.2022</b>
Name of employer	Babeş-Bolyai University Cluj-Napoca
Type of business or sector	Higher Education
Financing source	<b>UBB AGC 33724/22.07.2021 (Internal Grant of the Babes-Bolyai University for supporting employees' competitiveness)</b>
Value	<b>1230 RON (250 EUR)</b>
Department	Babeş-Bolyai University Cluj-Napoca, Research Department
Occupation or position held	Project Leader / Principal Investigator

Main activities and responsibilities	Conducting research within the project <i>Job Insecurity, Job Instability, and Job Satisfaction in the Context of the COVID-19 Pandemic</i> ; Internal University Project financed through the Programme Research-Competitvity-Excellence <a href="https://cercetare.ubbcluj.ro/ro/granturi-pentru-sustinerea-competitivitatii-angajatilor-din-ubb-granturi-de-dezvoltare-profesionala-didactica/">https://cercetare.ubbcluj.ro/ro/granturi-pentru-sustinerea-competitivitatii-angajatilor-din-ubb-granturi-de-dezvoltare-profesionala-didactica/</a>
Dates	<b>1.6.2021-31.5.2022</b>
Name of employer	Babeş-Bolyai University Cluj-Napoca
Type of business or sector	Higher Education
Financing source	<b>UBB AGC 32443/25.5.2021 (Internal Grant of the Babes-Bolyai University for supporting employees' competitiveness)</b>
Value	<b>3445 RON (700 EUR)</b>
Department	Babeş-Bolyai University Cluj-Napoca, Research Department
Occupation or position held	Project Leader / Principal Investigator
Main activities and responsibilities	Conducting research within the project <i>The Impact of Social Media Influencers on Travel Decisions: the Role of Trust in Consumer Decision Journey</i> ; Internal University Project financed through the Programme Research-Competitvity-Excellence <a href="https://cercetare.ubbcluj.ro/ro/granturi-pentru-sustinerea-competitivitatii-angajatilor-din-ubb-granturi-de-dezvoltare-profesionala-didactica/">https://cercetare.ubbcluj.ro/ro/granturi-pentru-sustinerea-competitivitatii-angajatilor-din-ubb-granturi-de-dezvoltare-profesionala-didactica/</a>
Dates	<b>1.1.2021-31.12.2021</b>
Name of employer	Babeş-Bolyai University Cluj-Napoca
Type of business or sector	Higher Education
Financing source	<b>UBB AGC 35891/16.12.2020 (Internal Grant of the Babes-Bolyai University for supporting employees' competitiveness)</b>
Value	<b>486 RON (100 EUR)</b>
Department	Babeş-Bolyai University Cluj-Napoca, Research Department
Occupation or position held	Project Leader / Principal Investigator
Main activities and responsibilities	Conducting research within the project <i>The Influence of Heavy Work Investment on Job Satisfaction and Turnover Intention in Romania</i> ; Internal University Project financed through the Programme Research-Competitvity-Excellence <a href="https://cercetare.ubbcluj.ro/ro/granturi-pentru-sustinerea-competitivitatii-angajatilor-din-ubb-granturi-de-dezvoltare-profesionala-didactica/">https://cercetare.ubbcluj.ro/ro/granturi-pentru-sustinerea-competitivitatii-angajatilor-din-ubb-granturi-de-dezvoltare-profesionala-didactica/</a>
Dates	<b>1.9.2020 – 31.10.2020</b>
Name of employer	Babeş-Bolyai University Cluj-Napoca
Type of business or sector	Higher Education
Financing source	<b>Star-UBB Fellowship Program</b>
Value	<b>11,344 RON (2,360 EUR)</b>
Department	Babeş-Bolyai University Cluj-Napoca, Research Department
Occupation or position held	Project Leader / Principal Investigator
Main activities and responsibilities	Conducting research within the project <i>Students Perception regarding the sustainable strategy of the Babeş-Bolyai University: A holistic approach from the strategic development of European Universities</i> Star-UBB Fellowship Program Project 33PFE/2018 <a href="https://cercetare.ubbcluj.ro/en/star-ubb-fellowship-program/">https://cercetare.ubbcluj.ro/en/star-ubb-fellowship-program/</a> <a href="https://cercetare.ubbcluj.ro/ro/advanced-fellowships-interne/">https://cercetare.ubbcluj.ro/ro/advanced-fellowships-interne/</a>
Dates	<b>1.8.2020-31.7.2021</b>
Name of employer	Babeş-Bolyai University Cluj-Napoca

Type of business or sector	Higher Education
Financing source	<b>UBB AGC 32791/28.7.2020 (Internal Grant of the Babes-Bolyai University for supporting employees' competitiveness)</b>
Value	<b>3387 RON (700 EUR)</b>
Department	Babeş-Bolyai University Cluj-Napoca, Research Department
Occupation or position held	Member of the Research Team
Main activities and responsibilities	Conducting research within the project <i>Corporate Social Performance: An Assessment Model on an Emerging Market</i> ; Internal University Project financed through the Programme Research-Competitivity-Excellence <a href="https://cercetare.ubbcluj.ro/ro/granturi-pentru-sustinerea-competitivitatii-angajatilor-din-ubb-granturi-de-dezvoltare-profesionala-didactica/">https://cercetare.ubbcluj.ro/ro/granturi-pentru-sustinerea-competitivitatii-angajatilor-din-ubb-granturi-de-dezvoltare-profesionala-didactica/</a>
Dates	<b>1.1.2020-31.12.2020</b>
Name of employer	Babeş-Bolyai University Cluj-Napoca
Type of business or sector	Higher Education
Financing source	<b>UBB AGC 30001/06.01.2020 (Internal Grant of the Babes-Bolyai University for supporting employees' competitiveness)</b>
Value	<b>1192 RON (250 EUR)</b>
Department	Babeş-Bolyai University Cluj-Napoca, Research Department
Occupation or position held	Project Leader / Principal Investigator
Main activities and responsibilities	Conducting research within the project <i>From the deliberate managerial strategy towards international business performance: A psychic distance vs. global mindset approach</i> ; Internal University Project financed through the Programme Research-Competitivity-Excellence <a href="https://cercetare.ubbcluj.ro/ro/granturi-pentru-sustinerea-competitivitatii-angajatilor-din-ubb-granturi-de-dezvoltare-profesionala-didactica/">https://cercetare.ubbcluj.ro/ro/granturi-pentru-sustinerea-competitivitatii-angajatilor-din-ubb-granturi-de-dezvoltare-profesionala-didactica/</a>
Dates	<b>19.11-24.11.2019</b>
Name of employer	Babeş-Bolyai University Cluj-Napoca
Type of business or sector	Higher Education
Financing source	<b>PN-III-P1-1.1-MC-2019-2146</b>
Value	<b>9138,46 RON (1930 EUR)</b>
Department	Research Project, Romanian Executive Agency for Higher Education, Research Development and Innovation Funding, UEFISCDI
Occupation or position held	Project Leader / Principal Investigator
Main activities and responsibilities	Research Mobility: Attending a Smart PLS SEM Course at the Technical University of Hamburg, Germany.
Dates	<b>1.11.2019-31.10.2020</b>
Name of employer	Babeş-Bolyai University Cluj-Napoca
Type of business or sector	Higher Education
Financing source	<b>UBB AGC 34795/31.10.2019 (Internal Grant of the Babes-Bolyai University for supporting employees' competitiveness)</b>
Value	<b>1184 RON (250 EUR)</b>
Department	Babeş-Bolyai University Cluj-Napoca, Research Department
Occupation or position held	Project Leader / Principal Investigator

Main activities and responsibilities	Conducting research within the project <i>Enhancing Apparel Store Patronage through Retailers' Attributes and Sustainability. A Generational Approach</i> ; Internal University Project financed through the Programme Research-Competitvity-Excellence <a href="https://cercetare.ubbcluj.ro/ro/granturi-pentru-sustinerea-competitivitatii-angajatilor-din-ubb-granturi-de-dezvoltare-profesionala-didactica/">https://cercetare.ubbcluj.ro/ro/granturi-pentru-sustinerea-competitivitatii-angajatilor-din-ubb-granturi-de-dezvoltare-profesionala-didactica/</a>
Dates	<b>1.8.2019-31.7.2020</b>
Name of employer	Babeş-Bolyai University Cluj-Napoca
Type of business or sector	Higher Education
Financing source	<b>UBB AGC 32564/5.7.2019 (Internal Grant of the Babes-Bolyai University for supporting employees' competitiveness)</b>
Value	<b>472,52 RON (100 EUR)</b>
Department	Babeş-Bolyai University Cluj-Napoca, Research Department
Occupation or position held	Project Leader / Principal Investigator
Main activities and responsibilities	Conducting research within the project <i>How Sustainability Oriented is Generation Z in Retail? A Literature Review</i> ; Internal University Project financed through the Programme Research-Competitvity-Excellence <a href="https://cercetare.ubbcluj.ro/ro/granturi-pentru-sustinerea-competitivitatii-angajatilor-din-ubb-granturi-de-dezvoltare-profesionala-didactica/">https://cercetare.ubbcluj.ro/ro/granturi-pentru-sustinerea-competitivitatii-angajatilor-din-ubb-granturi-de-dezvoltare-profesionala-didactica/</a>
Dates	<b>8.3.2019 – 7.3.2020</b>
Name of employer	Babeş-Bolyai University Cluj-Napoca
Type of business or sector	Higher Education
Financing source	<b>UBB AGC30708/19.2.2019 (Internal Grant of the Babes-Bolyai University for supporting employees' competitiveness)</b>
Value	<b>1175,92 RON (250 EUR)</b>
Department	Babeş-Bolyai University Cluj-Napoca, Research Department
Occupation or position held	Project Leader / Principal Investigator
Main activities and responsibilities	Conducting research within the project <i>Developing the Romanian Organic Market: A Producer's Perspective</i> <a href="https://sites.google.com/site/drecdancristiandabija/proiect-uefiscdi/ubb-agc3515831-10-2018">https://sites.google.com/site/drecdancristiandabija/proiect-uefiscdi/ubb-agc3515831-10-2018</a> Internal University Project financed through the Programme Research-Competitvity-Excellence <a href="https://cercetare.ubbcluj.ro/ro/granturi-pentru-sustinerea-competitivitatii-angajatilor-din-ubb-granturi-de-dezvoltare-profesionala-didactica/">https://cercetare.ubbcluj.ro/ro/granturi-pentru-sustinerea-competitivitatii-angajatilor-din-ubb-granturi-de-dezvoltare-profesionala-didactica/</a>
Dates	<b>1.2.2019 – 1.6.2019</b>
Name of employer	Babeş-Bolyai University Cluj-Napoca
Type of business or sector	Higher Education
Financing source	<b>Star-UBB Fellowship Program</b>
Value	<b>113,44 RON (2,360 EUR)</b>
Department	Babeş-Bolyai University Cluj-Napoca, Research Department
Occupation or position held	Project Leader / Principal Investigator
Main activities and responsibilities	Conducting research within the project " <i>Impact of green behaviour of Generation Z in developing sustainable and competitive business strategies. Approach of European Retailers</i> " Star-UBB Fellowship Program Project 33PFE/2018 <a href="https://cercetare.ubbcluj.ro/en/star-ubb-fellowship-program/">https://cercetare.ubbcluj.ro/en/star-ubb-fellowship-program/</a>
Dates	<b>31.10.2018 – 30.10.2019</b>
Name of employer	Babeş-Bolyai University Cluj-Napoca

Type of business or sector	Higher Education
Financing source	<b>UBB AGC35158/31.10.2018 (Internal Grant of the Babes-Bolyai University for supporting employees' competitiveness)</b>
Value	<b>464,66 RON (100 EUR)</b>
Department	Babeş-Bolyai University Cluj-Napoca, Research Department
Occupation or position held	Project Leader / Principal Investigator
Main activities and responsibilities	Conducting research within the project " <i>The impact of consumer green behaviour on green loyalty among retail formats: A Romanian case study</i> " <a href="https://sites.google.com/site/drecdancristiandabija/proiect-uefiscdi/ubb-agc3515831-10-2018">https://sites.google.com/site/drecdancristiandabija/proiect-uefiscdi/ubb-agc3515831-10-2018</a> Internal University Project financed through the Programme Research-Competitivity-Excellence <a href="https://cercetare.ubbcluj.ro/ro/granturi-pentru-sustinerea-competitivitatii-angajatilor-din-ubb-granturi-de-dezvoltare-profesionala-didactica/">https://cercetare.ubbcluj.ro/ro/granturi-pentru-sustinerea-competitivitatii-angajatilor-din-ubb-granturi-de-dezvoltare-profesionala-didactica/</a>
Dates	<b>25.10.2018 – 24.10.2019</b>
Name of employer	Babeş-Bolyai University Cluj-Napoca
Type of business or sector	Higher Education
Financing source	<b>UBB AGC34997/25.10.2018 (Internal Grant of the Babes-Bolyai University for supporting employees' competitiveness)</b>
Value	<b>464,66 RON (100 EUR)</b>
Department	Babeş-Bolyai University Cluj-Napoca, Research Department
Occupation or position held	Project Leader / Principal Investigator
Main activities and responsibilities	Conducting research within the project "Generation X versus Millennials communication behavior on social media when purchasing food versus tourist services" <a href="https://sites.google.com/site/drecdancristiandabija/proiect-uefiscdi/ubb-agc3499725-10-2018">https://sites.google.com/site/drecdancristiandabija/proiect-uefiscdi/ubb-agc3499725-10-2018</a> Internal University Project financed through the Programme Research-Competitivity-Excellence <a href="https://cercetare.ubbcluj.ro/ro/granturi-pentru-sustinerea-competitivitatii-angajatilor-din-ubb-granturi-de-dezvoltare-profesionala-didactica/">https://cercetare.ubbcluj.ro/ro/granturi-pentru-sustinerea-competitivitatii-angajatilor-din-ubb-granturi-de-dezvoltare-profesionala-didactica/</a>
Dates	<b>1.10.2015 – 30.9.2017</b>
Name of employer	Babeş-Bolyai University Cluj-Napoca
Type of business or sector	Higher Education
Financing source	<b>PNII-RU-TE-2014-4-0312</b>
Value	<b>550000 RON (125000 EUR)</b>
Department	Research Project, Romanian Executive Agency for Higher Education, Research Development and Innovation Funding, UEFISCDI
Occupation or position held	Project Leader / Principal Investigator
Main activities and responsibilities	Conducting research within the project "Causal relationships between sustainable development and Generations X, respectively Y in contemporary society. A holistic retail marketing approach" <a href="https://sites.google.com/view/tesusretailgen/susretailgen">https://sites.google.com/view/tesusretailgen/susretailgen</a>
Dates	<b>1.3.2014 – 11.8.2014</b>
Name of employer	Babeş-Bolyai University Cluj-Napoca
Type of business or sector	Higher Education
Financing source	<b>POSDRU/87/1.3/S/63909</b>
Department	European Grants
Occupation or position held	Short term expert

- Main activities and responsibilities Conducting a research based on a survey regarding the satisfaction of 1200 teachers with the project and its outcome within the **POSDRU/87/1.3/S/63909** „Improving teachers in secondary education, who teach Romanian to national minorities”
- Dates **27.07.2014 – 26.11.2014**
- Name of employer Babeş-Bolyai University Cluj-Napoca
- Type of business or sector Higher Education
- Financing source **POSDRU/156/1.2/G/133681**
- Department European Grants
- Occupation or position held Short term expert
- Main activities and responsibilities Developing a regulation for Massive Open Online Courses and conducting a survey on the need for distant and e-learning training in Romanian Organizations within the **POSDRU/156/1.2/G/133681** „e-Learning effective, individualized and tailored to distance learning (e-Liada)”
- Dates **1.11.2010 – 31.3.2011; 1.5.2011 – 30.9.2011; 20.3.2013 – 30.6.2013**
- Name of employer Babeş-Bolyai University Cluj-Napoca
- Type of business or sector Higher Education
- Financing source **POSDRU/92/3.1/S/56330**
- Department European Grants
- Occupation or position held Short term expert
- Main activities and responsibilities Counseling participants, giving specialized expertise in the field of marketing and marketing-consultancy within the Project **POSDRU/92/3.1/S/56330** „Entrepreneurial Academy based on Knowledge”
- Dates **1.4.2011 – 30.6.2011**
- Name of employer Babeş-Bolyai University Cluj-Napoca
- Type of business or sector Higher Education
- Financing source **POSDRU/104/5.1/G/78225**
- Department European Grants
- Occupation or position held Short term expert
- Main activities and responsibilities Marketing and educational expertise within the Project **POSDRU/104/5.1/G/78225** „Window to employment the labor force with higher education degrees”
- Dates **12.12.2011 – 11.5.2012; 21.6.2012 – 20.11.2012; 20.2.2013 – 20.8.2013**
- Name of employer Babeş-Bolyai University Cluj-Napoca
- Type of business or sector Higher Education
- Financing source **POSDRU/86/1.2/S/59367**
- Department European Grants
- Occupation or position held Short term expert
- Main activities and responsibilities Marketing expertise within the project **POSDRU/86/1.2/S/59367** „Quality assurance in internationalized master programs”
- Dates **1.11.2008 – 30.9.2011**
- Name of employer Babeş-Bolyai University Cluj-Napoca
- Type of business or sector Higher Education
- Financing source **German Academic Exchange Service 322-phi-mie/20.11.2008**
- Department European Grants
- Occupation or position held Member in the project team

Main activities and responsibilities	Marketing expertise within the project <i>Förderung des Deutschsprachigen Studiengangs an der Fakultät für Wirtschaftswissenschaften und Unternehmensführung</i> ; Babeş-Bolyai University and Hochschule für Wirtschaft, Umwelt und Technik Nürtingen, Geislingen, Germany
Dates	<b>1.10.2008 – 30.10.2011</b>
Name of employer	Babeş-Bolyai University Cluj-Napoca
Type of business or sector	Higher Education
Financing source	<b>PNCDII 92-103 / 2008</b>
Department	Romanian Science Foundation
Occupation or position held	Member in the project team
Main activities and responsibilities	Marketing expertise within the project <i>„Research and development of an interactive, multidisciplinary and complex platform for the improvement of the marketing education system by interconnecting the higher education with the Romanian labor market, in the framework of sustainable development”</i>
Dates	<b>1.10.2008 – 30.9.2011</b>
Name of employer	Babeş-Bolyai University Cluj-Napoca
Type of business or sector	Higher Education
Financing source	<b>PNCDII 52-135 / 2008</b>
Department	Romanian Science Foundation
Occupation or position held	Member in the project team
Main activities and responsibilities	Marketing expertise within the project <i>„Functional food model for the prevention of cardio-vascular atherosclerotic diseases by an inteligentrisic analysis system”</i>
Dates	<b>23 – 26.9.2008</b>
Name of employer	Babeş-Bolyai University Cluj-Napoca
Type of business or sector	Higher Education
Financing source	<b>PO-01-Ed1-R0-F35</b>
Department	Romanian Science Foundation
Occupation or position held	Member in the project team
Main activities and responsibilities	Marketing expertise within the project <i>„Evaluation possibilities and valorization opportunities of resources in the economy of mountain regions”</i>
Dates	<b>1.4.2008 – 30.10.2008</b>
Name of employer	Babeş-Bolyai University Cluj-Napoca
Type of business or sector	Higher Education
Financing source	<b>169 / 2008</b>
Department	Romanian Academy of Science
Occupation or position held	Member in the project team
Main activities and responsibilities	Marketing expertise within the project <i>„Fundaments of the sustainable development strategy of Romania: Economic competitiveness and product quality”</i>
Dates	<b>1.1.2007 – 31.5.2008</b>
Name of employer	Babeş-Bolyai University Cluj-Napoca
Type of business or sector	Higher Education
Financing source	<b>Leonardo RO / 2006 / PL97105 / S</b>
Department	Leonardo Funds
Occupation or position held	Member in the project team

Main activities and responsibilities	Expertise within the project „ <i>Praxisorientierte Ausbildung im universitären wirtschaftswissenschaftlichen Bereich</i> ”
Dates	<b>1.10.2003 – 30.10.2008</b>
Name of employer	Ecoinspect Cluj-Napoca
Type of business or sector	Organic Agriculture, Organic Products certification
Financing source	<b>Ecoinspect SRL Cluj-Napoca</b>
Occupation or position held	Marketing Consultant
Main activities and responsibilities	Marketing expertise, marketing consultancy, translator for different documents from German and English to Romanian.
Dates	<b>1.3.2003 – 30.3.2009</b>
Name of employer	Association of the Romanian Organic Farmers, Bioterra Romania
Type of business or sector	Organic Agriculture, Education in organic agriculture
Financing source	<b>Association of the Romanian Organic Farmers, Bioterra Romania</b>
Occupation or position held	Marketing Consultant and Translator
Main activities and responsibilities	Translator of different documents from German and English to Romanian (and vice versa), Marketing consultancy; Translations from German for Martin Schütz, COM Switzerland
Dates	<b>1.3.2009 – 31.8.2009; 1.7.2008 – 31.8.2008; 8.10.2007 – 27.2.2008</b>
Name of employer	Trier University, Germany, Chair for Marketing and Retailing, Prof. Bernhard S. Swoboda, PhD, Prof. h.c.
Type of business or sector	Higher Education
Financing source	<b>German Academic Exchange Service– DAAD Sonderprogramm Akademischer Neuaufbau Südosteuropa</b> <b>Johann Gottfried Herder Foundation</b>
Occupation or position held	<b>Doctoral research grant</b>
Main activities and responsibilities	Conducting Research for the PhD on “Perception of Romanian Consumers towards retail store formats of Western retailers”

## INVITED LECTURES, TALKS AND TRAININGS

Dates	<b>10.5.2024</b>
Name of organisation	16 <sup>th</sup> Edition of the International Conference on Management, Economics and Accounting (ICMEA Conference). 1 December 1918 University of Alba Iulia, Romania. 9-10 May 2024 <a href="http://dime.uab.ro/sites/icmea2020/">http://dime.uab.ro/sites/icmea2020/</a>
Occupation, activities/responsibilities	Keynote speaker: Criteria for choosing high academic ranked journals in Business and Economics
Dates	<b>20.10.2022</b>
Name of organisation	10 <sup>th</sup> Edition of the International Conference Strategica. National University of Political and Administrative Sciences, Bucharest, 20-21 October 2022 <a href="https://strategica-conference.ro/keynote-speakers/">https://strategica-conference.ro/keynote-speakers/</a>
Occupation, activities/responsibilities	Keynote speaker: The influence of socio-environmental responsibility and store attributes in generating loyalty towards fast fashion retail stores: A cross generational approach



Dates	<b>24.8.2022</b>
Name of organisation	28 <sup>th</sup> International Conference on Transzformativ Marketing, Miskolc, 24-25 August 2022. <a href="https://emok.hu/images/csatolt-fajlok/emok2022/EMOK-2022-Program.pdf">https://emok.hu/images/csatolt-fajlok/emok2022/EMOK-2022-Program.pdf</a>
Occupation, activities/responsibilities	Keynote speaker: Linking fashion companies' corporate social responsibility approach to consumers' demand for sustainable products
Dates	<b>20.10.2021</b>
Name of organisation	9 <sup>th</sup> Edition of the International Conference Strategica. National University of Political and Administrative Sciences, Bucharest, 20-21 October 2021 <a href="http://www.facultateademanagement.ro/making-it-happen-opportunities-and-challenges-of-the-phd-journey/">http://www.facultateademanagement.ro/making-it-happen-opportunities-and-challenges-of-the-phd-journey/</a>
Occupation, activities/responsibilities	Keynote speaker: Making it happen: Opportunities and challenges of the PhD Journey.
Dates	<b>18.6.2021</b>
Name of organisation	11 <sup>th</sup> International Conference on Applied Economics. <i>Contemporary Issues in Economy</i> , Poland, 17-18 June 2021. <a href="http://www.contemporary-issues.pl/images/program/program.pdf">http://www.contemporary-issues.pl/images/program/program.pdf</a>
Occupation, activities/responsibilities	Keynote speaker: Does teleworking during pandemic lead to work performance or to counterproductive behaviour? An empirical investigation
Dates	<b>20.10.2020</b>
Name of organisation	Globalizacia 2020 International Conference <a href="https://globalizacia.com/">https://globalizacia.com/</a>
Occupation, activities/responsibilities	Keynote speaker: Heavy work investment: Empirical research during the COVID 19 pandemic
Dates	<b>2.6.2020</b>
Name of organisation	BASIQ 2020 International Conference <a href="https://basiq.ro/basiq-2020/">https://basiq.ro/basiq-2020/</a>
Occupation, activities/responsibilities	Keynote speaker: Thematic Special Issues in International Web of Science Journals
Dates	<b>17.4.2019 – 19.4.2019</b>
Name of organisation	Dunărea de Jos University, Galați, Department for Continuous Education
Occupation, activities/responsibilities	Invited Lecturer: Developing a syllabus and lecturing a course on Academic Writing and Publishing in Business & Economics
Dates	<b>14.12.2018 – 15.12.2018</b>
Name of organisation	National Union of Professional Journalists from Romania
Occupation, activities/responsibilities	Invited Lecturer: Developing a syllabus and lecturing a course on Academic Writing and Publishing in Business & Economics
Dates	<b>30.7.2018 – 3.8.2018</b>
Name of organisation	Babeş-Bolyai University, Faculty of Economics and Business Administration <a href="https://econ.ubbcluj.ro/eveniment.php?id=651">https://econ.ubbcluj.ro/eveniment.php?id=651</a> ; <a href="http://193.231.19.17/summerschool/">http://193.231.19.17/summerschool/</a>
Occupation, activities/responsibilities	International Summer School on Business Administration: Lecturing a course in English on <i>International Retailing</i>
Dates	<b>April 2018</b>
Name of organisation	University of Debrecen, Hungary; PhD School; St. Istvan University Gödöllő, Ungaria, PhD School

Occupation, activities/responsibilities	Invited lecture on <i>Research Methodology and Academic Writing in Business Administration and Economics</i> , offered with Prof. Dr. Vasile Dinu, Bucharest University of Economic Studies, Romania and Prof. Dr. Gheorghe Săvoiu, University of Pitești, Romania financed through <b>EFOP-3.6.3-VEKOP-16-2017-00007 Tehetsegböl fiatal kutato – A Jutatoi eletplayat tamogato tevenyesegek a felsöokstatasban</b>
Dates	<b>22-25.2.2018</b>
Name of organisation	Bucharest University of Economic Studies, Business School, Romanian-German MBA Bucharest University of Economic Studies Romania and Bochum University Germany
Occupation, activities/responsibilities	Team-Teaching on <i>Marketing and Sales</i> with Prof. Dr. Susanne Stark, Bochum University Germany
Dates	<b>November 2017</b>
Name of organisation	Babeş-Bolyai University Cluj-Napoca Romania; Center for Innovation in Teaching and Learning (CIPI) <a href="https://cipi.centre.ubbcluj.ro/index.php/evenimente">https://cipi.centre.ubbcluj.ro/index.php/evenimente</a>
Occupation, activities/responsibilities	Training on How to Communicate with Generation Z
Dates	<b>26.9.2017; 28.9.2017</b>
Name of organisation	University of Applied Sciences Nürtingen-Geislingen, Germany; Campus Nürtingen; Campus Geislingen
Occupation, activities/responsibilities	Invited Lecturer: <i>Cross-Generational Analysis of Retail Sustainability in Romania and PhD Study Possibilities in German and English within the PhD School of the Faculty of Economics and Business Administration, Babeş-Bolyai University, Cluj-Napoca, Romania</i>
Dates	<b>31.7.2017 – 5.8.2017</b>
Name of organisation	Babeş-Bolyai University, Faculty of Economics and Business Administration <a href="http://193.231.19.17/tbss/">http://193.231.19.17/tbss/</a>
Occupation, activities/responsibilities	International Summer School on Business Administration: Lecturing a course in English on <i>International Retailing</i>
Date	<b>20.6.2017</b>
Name of organisation	Hanken School of Economics, Helsinki, Finland
Occupation, activities/responsibilities	Presenting a Research Seminar on: <i>A Cross-Generational Perspective on Information Search Behaviour, Sustainability and Green Loyalty in Romanian Retail</i>
Date	<b>14.6.2017</b>
Name of organisation	Oulu University, Faculty of Economics, Oulu, Finland
Occupation, activities/responsibilities	Presenting a Research Seminar on <i>Insights from Romanian Retail: A Cross-Generational Perspective on Information Search Behaviour, Sustainability and Green Loyalty</i>
Dates	<b>8.12.2016 – 9.12.2016</b>
Name of organisation	Bucharest University of Economic Studies, Business Administration PhD School
Financing source	<b>Found for Special Situations approved by the Ministry Order No 5014/2016</b> , Romanian Ministry of National Education and Scientific Research

- Occupation, activities/responsibilities Invited Lecturer: Developing a syllabus and lecturing a course on Academic Writing and Publishing within the “*Exploratory Workshop for Young Researchers in Economics*” financed through the Found for Special Situations approved by the Ministry Order No 5014/2016, “*To conceive, to write and to publish a scientific article. An approach in the context of economic studies*” <http://doctorat.ase.ro/workshopAA>; <http://workshopase.soft-expert.info/>
- Date **14.9.2016**
- Name of organisation Hull University Business School, Institute of Logistics, Hull, UK
- Occupation, activities/responsibilities Presenting a Research Seminar on *Cross-Generational Investigation of Romanian Consumers Willingness to Recommend Environmentally Consciousness Retailers*
- Date **12.5.2016**
- Name of organisation Babeş-Bolyai University, Faculty of Economics and Business Administration, CEBSS – Cluj Economics and Business Seminar Series, Academic Staff Presenters
- Occupation, activities/responsibilities Presenting a joint research work with Prof. Cătălin Postelnicu and Prof. Nicolae Al. Pop on *Methodology for Assessing the Degree of Internationalization of Business Academic Study Programmes*
- Dates **1.3.2015 – 1.6.2015**
- Name of organisation **POSDRU/132/5.1/G/135285** (*Career Development through counselling and professional learning of the work force with higher education studies*) Babeş-Bolyai University Cluj-Napoca <http://granturi.ubbcluj.ro/procariera/>
- Occupation, activities/responsibilities Developing a syllabus and conducting a training course on *Marketing and Sales*
- Dates **10.12.2014 – 7.6.2015; 15.10.2015 – 15.12.2015**
- Name of organisation **POSDRU/157/1.3/S/134267** (*Improving religion teacher competences and performance from high school*) <http://predareareligiei.ro/>, Babeş-Bolyai University Cluj-Napoca
- Occupation, activities/responsibilities Short term expert: Marketing and educational expertise; Online and face to face training on *Project Management for Religion Teachers*
- Dates **29.04.2013 – 23.09.2013**
- Name of organisation **POSDRU/87/1.3/S/63908** (*Improving teacher in high school who teach economic disciplines*), Babeş-Bolyai University Cluj-Napoca
- Occupation, activities/responsibilities Short term expert: Marketing and educational expertise; Online and face to face training to economic discipline high-school teachers in Cluj-Napoca, Bistrița and Târgu Mureş on the *Didactics of Marketing*
- Dates **20.3.2013 – 30.6.2013**
- Name of organisation **POSDRU/92/3.1/S/56330** (*Entrepreneurial Academy based on Knowledge*), Babeş-Bolyai University Cluj-Napoca
- Occupation, activities/responsibilities Developing a syllabus and offering trainings on *Marketing and Sales*
- Dates **30.11.2012 – 2.2.2012**
- Name of organisation Betak SA Bistrița, Romania
- Occupation, activities/responsibilities Developing a syllabus and lecturing a training course on *Marketing, sales and communication with clients*
- Dates **1.5.2011 – 30.6.2011; 1.12.2011 – 30.4.2012; 20.10.2012 – 20.3.2012**
- Name of organisation **POSDRU/86/1.2/S/54956** (*Multi-Regional Program for master studies in e-Activities*), Babeş-Bolyai University Cluj-Napoca

- Occupation, activities/responsibilities Short term expert: Developing a syllabus and offering a course on *E-Commerce*
- Dates **1.6.2010 – 30.10.2010; 1.12.2010 – 30.4.2011; 1.6.2011 – 10.7.2011**
- Name of organisation **POS.DRU 2007RO051PO001** (*Integrated Pilot Center for initialing and supporting businesses in order to increase the competitiveness of the Romanian Economy's accession to the European Union and facilitating the sustainable development*) Babeş-Bolyai University Cluj-Napoca
- Occupation, activities/responsibilities Developing a syllabus and offering trainings on *Retail Marketing* and *International Marketing*
- Date **11.7.2010**
- Name of organisation Gutenberg Student Organisation & Babeş-Bolyai University Cluj-Napoca, Romania
- Occupation, activities/responsibilities Gutenberg Summer University: Lecturing a course in German on *Marketing*
- Date **15.5.2010**
- Name of organisation Doctoral School of the Faculty of Economics and Business Administration, Babeş-Bolyai University Cluj-Napoca, Romania
- Occupation, activities/responsibilities Lecturing a course on *Research Stages Abroad: A necessity or a must?*
- Dates **10.2006-09.2007** (ProInvest Center); **03.2008-06.2008** (V. Madgearu Center);
- Financing source **National Union of Real Estate Agents Romania, Cluj-Napoca Branch**
- Name of organisation ProInvest Center; V. Madgearu Center of the Babes-Bolyai University Cluj-Napoca, Romania
- Occupation, activities/responsibilities Trainer for the course *Service Marketing for Real Estate Agents*

## RESEARCH STAGES & VISITS ABROAD

- Dates **6.5.2023 – 14.5.2023**
- Place University of Zilina, Slovakia
- Name of Research Grant **Erasmus Staff Training 2020-1-RO01-KA103-078288**
- Dates **13.9.2022 – 18.9.2022**
- Place University of Gödöllő, Hungary
- Name of Research Grant **Erasmus Staff Training**
- Dates **22.8.2022 – 27.8.2022**
- Place University of Miskolc, Hungary
- Name of Research Grant **Erasmus Staff Training**
- Dates **20.-23.11.2019**
- Place Northern Institute of Technology, Technical University Hamburg, Germany
- Name of Research Grant **Partial Least Squares SEM Using SmartPLS: Foundations and Advanced Topics**  
<https://www.xing-events.com/nov19.html> financed through PN-III-P1-1.1-MC2019-2136
- Dates **23.6.2019 – 29.6.2019**
- Place University of Applied Sciences Schmalkalden, Germany
- Name of Research Grant **Erasmus Teaching**

- Dates **6.5.2019 – 11.5.2019**  
Place University of Miskolc, Faculty of Economics and Business, Miskolc, Hungary  
Name of Research Grant **CEEPUS Teaching**, CIII-PL-0056-14-1819-M-124289 - Regional Development Network (REDENE)
- Dates **23.4.2019 – 26.4.2019**  
Place Methodological Seminar *Needs and Challenges in Multicultural Teams*. Faculty of Management, Bialystok University of Technology, Ojca Tarasiuka # 2 Street, Kleosin  
Name of Research Grant CMCS UBB 30821/25.02.2019, PPI/APM/2018/1/00033/U/001; BUT InterAcademic Partnerships Task No 11 and 12
- Dates **14.6.2018 – 24.6.2018**  
Place Catholic University Eichstätt-Ingolstadt, Campus Ingolstadt, Germany  
Name of Research Grant **Research Visit / Stage, financed by PNII-RU-TE-2014-4-0312**
- Dates **1.5.2018 – 15.5.2018**  
Place Katowice University of Economics, Katowice, Poland  
Name of Research Grant **CEEPUS Teaching**, CIII-PL-0056-13-1718-M-112816 - Regional Development Network (REDENE)
- Dates **15.2.2018 – 20.2.2018**  
Place Dual University Baden Württemberg, Campus Schweningen-Villingen, Germany  
Name of Research Grant **Erasmus Staff Training**
- Dates **25.9.2017 – 30.9.2017**  
Place University of Applied Sciences Nürtingen-Geislingen, Germany  
Name of Research Grant **Erasmus Staff Training**
- Dates **4.6.2017 – 23.6.2017**  
Place Hanken School of Economics, Helsinki, Finland and Oulu University, Oulu, Finland  
Name of Research Grant **Research Visit / Stage, financed by PNII-RU-TE-2014-4-0312**
- Dates **5.9.2016 – 1.10.2016**  
Place Hull University Business School, Hull, United Kingdom  
Name of Research Grant **Research Visit / Stage, financed by PNII-RU-TE-2014-4-0312**
- Dates **30.9.2015 – 2.10.2015**  
Place Institute of Economic Science, Esterhazy Karoly University of Applied Sciences, Eger, Hungary  
Name of Research Grant **Research Training**
- Dates **21.9.2015 – 25.9.2015**  
Place Fontys International Business School Eindhoven, Campus Venlo, Netherlands  
Name of Research Grant **Erasmus Staff Training**
- Dates **22.9.2014 – 26.9.2014; 24.9.2014 – 26.9.2014**

- Place University of Siegen, Germany; Distant Learning University Hagen, Germany  
Name of Research Grant **Erasmus Staff Training**
- Dates **24.9.2012 – 29.9.2012**  
Place Karl Franzens University Graz, Austria  
Name of Research Grant **Erasmus Staff Training**
- Dates **6.2.2012 – 10.2.2012**  
Place Ludwig Maximilian University München, Germania  
Name of Research Grant **POSDRU/86/1.2/S/59367**
- Dates **October 2009**  
Place University of Applied Sciences Nürtingen-Geislingen, Germany  
Name of Training Course **Workshop: „Management und Marketing auf Hochschulebene“, 29. – 31. October 2009, Nürtingen, Germany**
- Dates **September 2006**  
Place Siegen University, Germany  
Name of Training Course Participation at the summer course „Empirische Master- und Hilfstechniken“; Grant awarded by the *Daimler Chrysler* Foundation and *Wissenschaftsstiftung* Germany
- Dates **November 2005; July 2004; September 2002**  
Place Leipzig, Germany  
Name of Training Courses Participation at seminars for journalists entitled „New Developments in the field of packaging and reuse of packages“, Institute for Technology and Environmental Transfer; Participation at the training course for specialists within packages; Grant awarded by the Leipzig Chamber of Industry and Commerce, Germany
- Dates **October 2005**  
Place Sambachshof, Germany  
Name of Training Course Participation at a didactical training course; Grant was awarded by the *Reconstructio Transilvaniae* Foundation
- Dates **November 2003**  
Place Vlotho, Germany  
Name of Training Course Participation at the training course on European Integration; Grant was awarded by the Ludwig Erhard Foundation Köln

## TRAININGS

- Date **23.11.2017**  
Place Babeş-Bolyai University Cluj-Napoca, Romania  
Name of Workshop **Communication with the students belonging to Generation Z**
- Date **21.11.2017**  
Place Babeş-Bolyai University Cluj-Napoca, Romania & Clarivate Analytics  
Name of Workshop **Web of Science Platforms & Incites**
- Date **23.5.2017**

- Place Scopus Webinar. Elsevier Empowering Uncommon Knowledge  
 Name of Workshop **How works the author profile?**
- Date **27.4.2017**  
 Place Scopus Webinar. Elsevier Empowering Uncommon Knowledge  
 Name of Workshop **Bibliometric Indices for articles, journals and authors**
- Date **23.3.2017**  
 Place Babeş-Bolyai University Cluj-Napoca, Romania & Oxford University Press & e-nformation.ro  
 Name of Workshop **From Concept to Final Publication**
- Date **10.5.2016**  
 Place Babeş-Bolyai University & Thomson Reuters & e-nformation.ro  
 Name of Workshop **Explore the History of Science using Web of Science Research Discovery**
- Dates **3-5.11.2015**  
 Place Babeş-Bolyai University & CompositeModelling  
 Name of Workshop **PLS Path Modeling: Introduction & Application**
- Date **24.3.2015**  
 Place Babeş-Bolyai University & Taylor&Francis & e-nformation.ro  
 Name of Workshop **Publishing in Academic Journals: Tips to help you succeed**
- Date **4.3.2015**  
 Place Babeş-Bolyai University & Gale Cengage & e-nformation.ro  
 Name of Workshop **Research and Educational Tools from Gale: Bringing Research into Classroom**
- Dates **December 2013**  
 Place Babeş-Bolyai University  
 Name of Training Course Training course in the distance learning technology (ID) and short time education (IFR), 12-14 December 2013 organized by the Babes-Bolyai University Cluj-Napoca and The Romanian Agency for Quality Assurance in Higher Education
- Dates **March 2013**  
 Place Lucian Blaga Library, Cluj-Napoca, Romania  
 Name of Training Course Romanian Library Information Tour given by Elsevier
- Dates **November 2011 – January 2012**  
 Place Learn & Vision Cluj-Napoca  
 Name of Training Course "Train the trainer" Certificate, recognized by the Romanian Ministry of Labor and the Romanian Ministry of Education, Series G. Nr. 00309115, Code COR 241205
- Dates **September 2011; August 2011; June 2009**  
 Place Doctoral School of the Trier University, Germany

Name of Training Courses "E-learning in der Lehre: Eine praktische Einführung" (E-Learning in teaching: An applied introduction)  
 "Hochschuldidaktik für Fortgeschrittene" (University didactic course for advanced)  
 „Publishing in Journals with Peer Review-System“  
 „Project and Time Management“

Dates **February 2011**

Place TQA Services SRL Bucharest

Name of Training Course "Quality Specialist" Certificate, Romanian Ministry of Labor, Family and Romanian Ministry of Education and Research, Series F, Nr. 0222041, Cod COR 242301

Dates **27-28 May 2007**

Place Faculty of Economics & Business Administration, Babes-Bolyai University Cluj-Napoca

Name of Training Course Accession of Romania to the EU, common workshop of the University of Trier, Germany and the Babes-Bolyai University Cluj-Napoca, Romania

## EDUCATION

Dates **Since 6.2.2017**

Title of qualification awarded **PhD School**; Area: **PhD Supervisor in Marketing**

Name and type of organization Babeş-Bolyai University Cluj-Napoca, Faculty of Economics & Business Administration

Level of study international classification ISCED 9

Dates **4.12.2015**

Title of qualification awarded **Habilitation Certificate**; Area: **Marketing**

Name and type of organization Order of the Romanian Ministry of National Education and Scientific Research nr. 5928/04.12.2015

Level of study international classification ISCED 9

Dates **1.11.2010 – 28.2.2013**

Title of qualification awarded **Postdoctoral Studies in Business Administration**; Area: **Marketing**

Principal subjects covered Competition Policy and Unique Market

Name and type of organization Bucharest University of Economic Studies / Higher Education

Level of study international classification ISCED 9

Dates **1.10.2006 – 30.9.2009**

Title of qualification awarded **PhD in Marketing**

Principal subjects covered Econometrics, Organizational Management; Research Methodology and Project management; Advanced Marketing Research; Integrated Marketing Communication; Management of Marketing; Relationship Marketing; Strategic Marketing;

Name and type of organization Bucharest University of Economic Studies / Higher Education

Level of study international classification ISCED 8

Dates **1.10.2003 – 30.6.2004**

Title of qualification awarded **Master in Business Administration**; Specialization: **Marketing Strategies & Policies**

Principal subjects covered Strategic Marketing, Strategic Management, Operational Management; Production and Service Management; Operational Research; Used Internet for Businesses; Euro-Management; Multidimensional Exploratory Research; Business Communication.



Name and type of organization Babeş-Bolyai University Cluj-Napoca, Faculty of Economics & Business Administration  
 Level of study international classification ISCED 7

Dates **1.10.1999 – 31.8.2003**

Title of qualification awarded **Bachelor in Economics**; Specialization: **International Relations**

Principal subjects covered Economics; Mathematics; Accounting; Marketing; Finance; International Marketing; Programming; Informatics; Statistics; Management; Modern Languages.

Name and type of organization Babeş-Bolyai University Cluj-Napoca, Faculty of Economics & Business Administration  
 Level of study international classification ISCED 6

## SKILLS AND PERSONAL COMPETENCES

Mother Language **Romanian**

Foreign languages

Self-assessment

*European Level (\*)*

**German**

**English**

Understanding				Speaking				Writing	
Listening		Reading		Spoken interaction		Spoken production			
C2	Experimented user	C2	Experimented user	C2	Experimented user	C2	Experimented user	C2	Experimented user
C2	Experimented user	C1	Experimented user	C1	Experimented user	C1	Experimented user	C1	Experimented user

(\*) [Common European Framework of Reference for Languages](#)

### Organizational skills and competences

**October 2005: Member** in the Organizing Committee of the International Conference „The Impact of European Integration on the National Economy”, Faculty of Economics and Business Administration, Babeş-Bolyai University, Cluj-Napoca, Romania, October 28 – 29, 2005;

**April 2010 – October 2023: Editorial Assistant** Review of Studies and Economic Research, Virgil Madgearu ([http://www.econ.ubbcluj.ro/rvm/consiliu\\_editorial.php](http://www.econ.ubbcluj.ro/rvm/consiliu_editorial.php));

**September 2011 – January 2016: Elected member** in the Counsel of the Marketing Department, Faculty of Economics and Business Administration, Babeş-Bolyai University Cluj-Napoca;

**October 2009; October 2012; November 2015; October 2016; October 2017; October 2018: Member** in the Organizing Committee of the International Conference „Marketing – from information to decision”, 2<sup>nd</sup> Edition, 30-31<sup>st</sup> of October 2009; 5<sup>th</sup> Edition, 26<sup>th</sup>-27<sup>th</sup> of October 2012; 8<sup>th</sup> Edition, 6<sup>th</sup>-7<sup>th</sup> of November 2015; 9<sup>th</sup> Edition, 21<sup>st</sup>-22<sup>nd</sup> of October 2016; 10<sup>th</sup> Edition, 20<sup>th</sup>-21<sup>st</sup> October, 2017.

**February 2017 – November 2018: Scientific Secretary** of the Economics and Business Administration PhD School, Faculty of Economics and Business Administration, Babes-Bolyai University Cluj-Napoca, Romania (Nr. 25/1.2.2017)

### External Expert / Reviewer / Rapporteur for Projects, Journals and Conferences

- **May-June 2023: External Expert** for the European Science Foundation (ESF). Evaluating Research Proposal within the Call 23-FWO-FRP
- **March-April 2023: Professor evaluation for the Hungarian Accreditation Committee MAB** TIR 2.0 System. External Evaluations of Full Professor Applications.

- **April 2023: External Expert** for the Romanian Executive Agency for Higher Education, Research Development and Innovation Funding **UEFISCDI – PNRR** „Dotarea cu mobilier, materiale didactice și echipamente digitale a unităților de învățământ preuniversitar și a unităților conexe” (Provision of furniture, teaching materials and digital equipment for pre-university and related establishments)
- **January-February 2023: External Expert** for the Romanian Executive Agency for Higher Education, Research Development and Innovation Funding **UEFISCDI –** for peer reviewing scientific books written by persons deprived of their liberty by a final court decision
- **March 2022: External Expert** for the Romanian Executive Agency for Higher Education, Research Development and Innovation Funding **UEFISCDI – PNRR & PNRAS** – National Programm for Reducing the School Abandonment
- **March 2022: External Expert** for the European Science Foundation (ESF). Evaluating Research Proposal within the Call FWO-FRP-2022\_Soc-Sci
- **December 2021-February 2022: Project Peer-Reviewer** for the Romanian Executive Agency for Higher Education, Research Development and Innovation Funding, **UEFISCDI** Proiect Experimental Demonstrativ Competition PN-III-P2-2.1-PED-2021.
- **December 2021: External Expert** for the German Academic Exchange Service, Bucharest, Romania. Evaluation of DAAD Scholarship Candidates for Master Studies in Germany.
- **November 2021: Marti I Franques COFUND Fellowships**, Universitat Rovira I Virgili, Tarragona, Spain [www.urv.cat/cofund](http://www.urv.cat/cofund)
- **October 2021: Responsible for the Re-Accreditation of the Marketing PhD Program** at the Babeș-Bolyai University, Cluj-Napoca, Romania.
- **August 2021: Project Peer-Reviewer** for the Science Fund of the Republic of Serbia, Program **IDEAS** <http://fondznanaku.gov.rs/programs/?lang=en>
- **December 2020: External Expert** for the German Academic Exchange Service, Bucharest, Romania. Evaluation of DAAD Scholarship Candidates for Master Studies in Germany.
- **October 2020: Project Peer-Reviewer** for the Executive Government Agency of National Science Centre (NCN) of Poland, Funding scheme: **OPUS-19**, Panel: **HS4 (Individuals, institutions, markets)**. ID: **485339**
- **May 2020: Project Peer-Reviewer** for the Romanian Executive Agency for Higher Education, Research Development and Innovation Funding, **UEFISCDI Eureka** Competition PN-III-P3-3.5-EUK-2019;
- **January 2020: External Expert** for the German Academic Exchange Service, Bucharest, Romania. Evaluation of DAAD Scholarship Candidates for Master Studies in Germany.
- **November 2019-January 2020: Project Peer-Reviewer** for the Romanian Executive Agency for Higher Education, Research Development and Innovation Funding, **UEFISCDI Proiect de Transfer la Operatorul Economic** (Transfer to Economic Company) PN-III-P2-2.1-PTE-2019;
- **January 2020: Project Peer-Reviewer** for the Romanian Executive Agency for Higher Education, Research Development and Innovation Funding, **UEFISCDI** Proiect Experimental Demonstrativ: PN-III-P2-2.1-PED-2019

- **2018: Project Peer-Reviewer** for the Romanian Executive Agency for Higher Education, Research Development and Innovation Funding, **Innovation Checks 2018** Competition PN-III-P2.-2.1-CI-2018
- **2017: Project Peer-Reviewer** for the Romanian Executive Agency for Higher Education, Research Development and Innovation Funding UEFISCDI, PNCDI III, SP 2.1, **Innovation Checks 2017**; Call year: 2017; PN-III-P2.-2.1-CI-2017;
- **2016: Project Peer-Reviewer** for COST Action Proposal Submission, Evaluation, Selection and Approval, **COST Association**, Horizon 2020.
- **2016: Project Peer-Reviewer** for the Romanian Executive Agency for Higher Education, Research Development and Innovation Funding UEFISCDI, PNCDI III, SP 2.1, **Transfer of knowledge to the economic agent „Bridge Grant”**; Call year: 2016; PN-III-P2.-2.1-BG-2016.
- **2016: Project Peer-Reviewer** for the Romanian Executive Agency for Higher Education, Research Development and Innovation Funding UEFISCDI, PNCDI III, SP 2.1, **Transfer to the economic operator projects (PTE 2016)**; Call year: 2016; PN-III-P2.-2.1-PTE-2016.
- **February 2015 – present: Member** in the Scientific Committee of the International Conference Emerging Trends in Marketing and Management International Conference Bucharest, Romania, <http://www.etimm.ro>
- **January 2015 – March 2017: Member of the Editorial Reviewer Board** for Journal of Global Marketing (Taylor and Francis), [http://www.tandfonline.com/action/journalInformation?show=editorialBoard&journalCode=wglo20#.Vpnq\\_VnvIWa](http://www.tandfonline.com/action/journalInformation?show=editorialBoard&journalCode=wglo20#.Vpnq_VnvIWa)
- **July 2015 – present: Ad hoc Reviewer** for *Journal of Business Economics and Management*, <http://www.tandfonline.com/toc/tbem20/current#.VpO6XlnvWY>;
- **June 2015 – July 2016: Reviewer** for *Zeitschrift für Hochschulentwicklung (ZFHE)*, <http://www.zfhe.at/index.php/zfhe/pages/view/personen#gutachterinnen>
- **2014 – present: Ad hoc Reviewer** for the European Marketing Academy Regional Conference, 2014 Katowice, Poland; 2015 Portugal; 2016 Oslo; 2017 Groningen.
- **September 2014 – January 2017: Ad hoc Reviewer** for *Ekonomiska Istrazivanja – Economic Research* <http://www.tandfonline.com/loi/rero20#.U29-ICHVIUH>
- **May 2014 – present: Reviewer** for *Marketing Education Review* (Taylor and Francis) <http://www.marketingeducationreview.com/>
- **February 2014 – January 2017: Associate Editor** for *Romanian Journal of Marketing* (EBSCO, ProQuest, CEEOL) <http://www.revistademarketing.ro/?operatie=redactie>
- **November 2013 – present: Associate Editor** for *Ecoforum* (EBSCO, Cabells, ProQuest; CEEOL) <http://www.ecoforumjournal.ro/index.php/eco/about/editorialTeam>
- **December 2013 – September 2015: Member and evaluator/reviewer** in the internal faculty Commission for Research and Teacher Contests, FSEGA, BBU;
- **November 2013 – present: Member** in the Scientific Committee of the International Conference „Marketing – from information to decision”, <https://econ.ubbcluj.ro/mid/conference/>

- **July 2013 – present: Associate Editor** for the leading Romania Business Journal - Amfiteatru Economic (Impact Factor 2016: 0,564);
- **September 2012 – present: Reviewer** for the leading Romanian Business Journal – Amfiteatru Economic (Impact Factor 2016: 0,564);
- **Since 2011: Ad hoc Reviewer** for different Journals and Conference Proceedings. For a detailed situation please refer to my Publons profile: <https://publons.com/a/479036>

**Computer skills and competences**

- Office, SPSS, AMOS

**Language skills**

**Authorization of translator and interpreter** for German, Nr. 28339 / 04.03.2010, issued by the Direction for Auxiliary Services, Romanian Ministry of Justice;

**Certificate** issued by the Department of Teacher Training, Babeş-Bolyai University, Cluj-Napoca, Romania, series D nr. 0024435, from 17.05.2005;

**Linguistic competence certificate** for German, Deutsches Sprachdiplom, KMK Stufe II, Bonn, Germany;

**Linguistic competence certificate** for English, *Certificate in Advanced English*, University of Cambridge;

**Awards, honors, and recognition of scientific work**

- **See attached list**

**Driving license**

- B Category-since 2000

**References**

Prof. **Horst Todt**, PhD, Dr.h.c., Hamburg University, Germany, [horst.todt@gmx.de](mailto:horst.todt@gmx.de);

Prof. **Bernhard S. Swoboda**, PhD, Prof.h.c., Chair for Marketing and Retailing, Trier University, Germany, Fachbereich IV, BWL-AMK, [b.swoboda@uni-trier.de](mailto:b.swoboda@uni-trier.de);

Prof. **Nicolae Al. Pop**, PhD, Dr.h.c., Faculty of Marketing; Bucharest University of Economic Studies, Bucharest, Romania, [nicolae\\_al\\_pop@yahoo.com](mailto:nicolae_al_pop@yahoo.com); 2013-2014 President of the Rotary Club Bucharest <http://www.rotary-bucharest.org/fosti-presedinti/>

Prof. **Ioan Plăiaş**, PhD, Chair for Marketing, Faculty of Economics and Business Administration, Babeş-Bolyai University Cluj-Napoca [ioan.plaias@econ.ubbcluj.ro](mailto:ioan.plaias@econ.ubbcluj.ro);

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**Annex**

**Publons** Review Records <https://publons.com/a/479036>

**Google Scholar** <https://scholar.google.ro/citations?user=MqzkKtoAAAAJ&hl=ro>

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