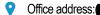
EUro*pass* Curriculum Vitae Adriana Manolică

# PERSONAL INFORMATION

## **Adriana MANOLICĂ**





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manolica@uaic.ro manolicaa@yahoo.com

Sex Feminine | Date of birth 17/08/1971 | Nationality Romanian

## **WORK EXPERIENCE**

#### 2016 - present F

## Professor

"Alexandru Ioan Cuza" University of Iaşi, Faculty of Economics and Business Administration, Department of Management, Marketing and Business Administration

- Courses Preparation
- Teaching Courses and Seminars
- Students Evaluation
- Research

Sector Higher Education

## 2013 - 2016 Associate Professor

"Alexandru Ioan Cuza" University of Iaşi, Faculty of Economics and Business Administration, Department of Management, Marketing and Business Administration

- Courses Preparation
- Teaching Courses and Seminars
- Students Evaluation
- Research

Sector Higher Education

#### 2003 - 2013 L

Lecturer

"Alexandru Ioan Cuza" University of Iaşi, Faculty of Economics and Business Administration, Department of Management, Marketing and Business Administration

- Courses Preparation
- Teaching Courses and Seminars
- Students Evaluation
- Research

Sector Higher Education

## 1998 - 2003

## Assistant Professor

"Alexandru Ioan Cuza" University of Iaşi, Faculty of Economics and Business Administration, Department of Management, Marketing and Business Administration

- Seminars Preparation
- Teaching Seminars
- Students Evaluation
- Research

Sector Higher Education

## 1996 - 1998

Associate Assistant

"Alexandru Ioan Cuza" University of Iaşi, Faculty of Economics and Business Administration, Department of Management, Marketing and Business Administration



- euro*pass*
- Seminars Preparation
- Teaching Seminars
- Students Evaluation
- Research

Sector Higher Education

## 1995 - 1996 Advertising Campaigns Coordinator

"Nord-Est BB/AC" Advertising Company

Campaigns Coordinator

Sector Advertising

#### **EDUCATION AND TRAINING**

## 2010 - 2013 Postdoctoral Diploma

University of Economic Studies Bucharest

Postdoctoral Research Scholarship supported from the European Social Fund through Sectorial Operational Programme Human Resources Development 2007-2013, project number POSDRU/89/1.5/S/59184 "Performance and excellence in postdoctoral research in Romanian economics science domain", Europeanization and Globalization field

 Research Thesis: The Perception of the Marital Roles in Buying Decision-Making Processes in the global Context

ISCED 6

## 2000 - 2009 PhD Diploma

"Alexandru Ioan Cuza" University of Iaşi, Faculty of Economics and Business Administration

PhD studies in Economy, Domain: Management

Research Thesis: Decisional Implications of Consumer Behaviour

ISCED 6

## 1995 - 1996 Master Degree Diploma

"Alexandru Ioan Cuza" University of Iaşi

Master degree in Marketing Planning and Strategy, Faculty of Economics and Business Administration, "Alexandru Ioan Cuza" University Iaşi

ISCED 6

## 1990 - 1995 Bachelor's Degree Diploma

"Alexandru Ioan Cuza" University of Iaşi

Major in Marketing, Faculty of Economics and Business Administration, "Alexandru Ioan Cuza" University Iaşi

ISCED 5

## 1996 - 1990 High School Diploma

"Emil Racoviță" Highschool, Iași

Physics and Chemistry Specialization

ISCED 3

## PERSONAL SKILLS

## Mother tongue Romanian



## Curriculum Vitae Adriana Manolică

#### Other language(s)

**English** 

French

Italian

UNDERSTANDING **SPEAKING** WRITING Reading Spoken interaction Spoken production Listening  $C_2$  $C_2$  $C_2$  $C_2$  $C_2$  $B_2$ B<sub>2</sub>  $B_2$ Вı  $B_2$  $A_2$ В1 B<sub>1</sub> Βı  $A_2$ 

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

#### Communication skills

## Public speaking:

- Over 40 presentations on National/International Conferences
- Over 20 years of teaching experience in Marketing/Communication area of expertise
- NLP Practitioner
- NLP Master

#### Training Skills:

- Over 10 years of training experience
- Diploma/Certificates: Psycho-pedagogical Courses; Trainer Certificate cod COR 241205; Training program for trainers in Marketing and Communication supported by University of Salerno, Italy and IUT Clermond Ferrand, France. TEMPUS JEP IB 1408-99-RO

## Writing Communication Skills:

- Over 50 academic papers published
- 10 books

### Organisational / managerial skills

## Leadership

Marketing Specialization Tutor

#### Computer skills

- Good command of Microsoft Office™ tools
- Good command of SPSS
- Good command of Pinacle video editor

## **Driving licence**

Driving licence category B

## ADDITIONAL INFORMATION

Publications
Presentations
Projects
Conferences
Seminars
Honours and awards
Memberships
References

#### References:

**PhD Prof. Dinu AIRINEI,** Dean of Faculty of Economics Economics and Business Administration , Alexandru Ioan Cuza University of Iaşi

## **Scientific Activity:**

Books and courses: 10 Scientific papers: over 50

National and international conferences: over 40

Scientific grants: 6 (member)

## International mobilities:

May – August 2011 - Universidad de Barcelona, Spain January – April 2002 - Université des Sciences et Technologies de Lille, France May – June 2001 - IMTA (International Management Teachers Academy), Bled, Sloveny April – July 1997 - ESUG Toulouse, France

## **ANNEXES**