

**EUROPEAN  
CURRICULUM VITAE  
FORMAT**



**PERSONAL INFORMATION**

Name	<b>BADEA LIANA</b>
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Nationality	Romanian
Date of birth	14.10.1982
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**WORK EXPERIENCE**

• Dates	<b>October 1, 2021 – present</b>
• Name and address of employer	Bucharest University of Economic Studies, Faculty of Economics and Business Communication, Economic Doctrines and Communication Department, Romana Square no. 6, Bucharest
• Type of business or sector	Education
• Occupation or position held	<b>Full professor, PhD</b>
• Main activities and responsibilities	Teaching activity (Classical Economic Doctrines, Contemporary Schools of Economic Thought, Contemporary Economic Doctrines, Communication and Economic Language, Competition and digital innovation, Non-verbal communication). Supervision of doctoral theses (member of the Doctoral School of Economics I, IOSUD BUES) Member of committees for: guidance on doctoral scientific research programs, doctoral thesis defense, etc. Preparing undergraduate and master's students for scientific communication sessions Writing specialized articles, teaching materials, participating in research projects, etc.

• Dates	<b>September 9, 2015 – November 10, 2015 (mandate 1); November 11, 2015 – November 10, 2019 (mandate 2); November 11, 2019 – November 10, 2023 (mandate 3); November 11, 2023 – present</b>
• Name and address of employer	Bucharest University of Economic Studies, Economic Doctrines and Communication Department, Romana Square no. 6, Bucharest
• Type of business or sector	Education
• Occupation or position held	<b>Head of the Department of Economic Doctrines and Communication</b>
• Main activities and responsibilities	Monitoring teaching and scientific research activities, approving specific documents etc.

• Dates	<b>October 1, 2013 – September 30, 2021</b>
• Name and address of employer	Bucharest University of Economic Studies, Economic Doctrines and Communication Department, Romana Square no. 6, Bucharest
• Type of business or sector	Education
• Occupation or position held	<b>PhD Associate Professor</b>
• Main activities and responsibilities	Educational activities - teaching Economic Doctrines, Schools of Economic Thought, Competition and Markets Functionality, Communication and Economic Language, Non-Verbal Communication. Training students in order to participate in scientific seminars, conferences etc. Writing articles and participating in research projects

• Dates	<b>June 2014 – August 2014</b>
• Name and address of employer	Ministry of Public Finance, Str. Apolodor no.17, sect. 5, Bucharest
• Type of business or sector	Public finances
• Occupation or position held	<b>Personal Advisor to the Cabinet of the Minister of Public Finance</b> (appointment through the Order of the Minister of Public Finance no. 829/2014)
• Main activities and responsibilities	Communication and public relations

• Dates	<b>December 10, 2012 – present</b>
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• Name and address of employer	Bucharest University of Economic Studies, Economic Doctrines and Communication Department, Romana Square no. 6, Bucharest
• Type of business or sector	Education
• Occupation or position held	<b>Director of the professional master's program Business Communication</b>
• Main activities and responsibilities	Administrative activities, PR activities, coordination of teaching activities

• Dates	<b>01 October 2009 – 30 September 2013</b>
• Name and address of employer	Bucharest University of Economic Studies, Economic Doctrines and Communication Department, Romana Square no. 6, Bucharest
• Type of business or sector	Education
• Occupation or position held	<b>PhD Lecturer</b>
• Main activities and responsibilities	Educational activities; teaching Classical Economic Doctrines, Modern Economic Doctrines, Competition Theories and Models, Economic Epistemology, Communication and Economic Language, Non-Verbal Communication. Training students in order to participate in scientific seminars, conferences etc. Writing articles and participating in research projects

• Dates	<b>November 2009 – November 2010</b>
• Name and address of employer	Bucharest University of Economic Studies, Communication and Doctrines Department, Romana Square no. 6, Bucharest
• Type of business or sector	Education
• Occupation or position held	<b>Deputy manager of the master's program Business Communication</b>
• Main activities and responsibilities	Administrative activities (e.g. work with the financial and accounting department of AES on the payments) and PR activities

• Dates	<b>October 2008 – September 2009</b>
• Name and address of employer	Bucharest University of Economic Studies, Communication and Doctrines Department, Romana Square no. 6, Bucharest
• Type of business or sector	Education
• Occupation or position held	<b>Assistant professor</b>
• Main activities and responsibilities	Educational activities; teaching Classical Economic Doctrines, Modern Economic Doctrines, Financial-Banking Communication and Econometrics. Training students in order to participate in scientific seminars, conferences etc. Writing articles and participating in research projects

• Dates	<b>February 2006- September 2008</b>
• Name and address of employer	Bucharest University of Economic Studies, Communication and Doctrines Department, Romana Square no. 6, Bucharest
• Type of business or sector	Education
• Occupation or position held	<b>Tutor, PhD candidate</b>
• Main activities and responsibilities	Educational activities; Teaching Classical Economic Doctrines, Modern Economic Doctrines, Financial-Banking Communication and Econometrics. Training students in order to participate in scientific seminars, conferences etc. Writing articles and participating in research projects

• Dates	<b>October 2005- February 2006</b>
• Name and address of employer	Bucharest University of Economic Studies, Communication and Doctrines Department, Romana Square no. 6, Bucharest
• Type of business or sector	Education
• Occupation or position held	<b>Research assistant, PhD candidate</b>
• Main activities and responsibilities	Educational activities; teaching Classical Economic Doctrines and Modern Economic Doctrines Training students in order to participate in scientific seminars, conferences etc. Writing articles and participating in research projects

• Dates	<b>August 1, 2004 - April 7, 2005</b>
• Name and address of employer	MobiFon S.A., division of Vodafone Group Plc., Charles de Gaulle Square no.15, Bucharest
• Type of business or sector	Telecommunications
• Occupation or position held	<b>Financial officer in the Finance - Account Receivable Department</b>

• Main activities and responsibilities	Checking financial documents for some work points of Connex Registration and verifying statements of account
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## EDUCATION AND TRAINING

• Dates	<b>2021</b>
• Name and type of organization providing education and training	Bucharest University of Economic Studies, Doctoral School of Economics
• Principal subjects/occupational skills covered	Economics
• Title of qualification awarded	Certificate of habilitation (according to the Order of the Minister of Education No. 3922/14.06.2021) PhD. supervisor

• Dates	<b>2020 – 2022</b>
• Name and type of organization providing education and training	Bucharest University of Economic Studies, Faculty of International Economic Relations
• Principal subjects/occupational skills covered	Master EDU-RES (Study program Communication in English for teaching and economic research)
• Title of qualification awarded	Master's degree studies

• Dates	<b>2022</b>
• Name and type of organization providing education and training	Babeş-Bolyai University in Cluj-Napoca, Faculty of Psychology and Educational Sciences
• Principal subjects/occupational skills covered	Educational sciences
• Title of qualification awarded	Certificate of completion of the postgraduate program of continuing education and professional development for adults "Magister plus – program for the development of university teaching expertise"

• Dates	<b>November 2010 – April 2013</b>
• Name and type of organization providing education and training	Bucharest University of Economic Studies, PostDoctoral School, POSDRU/89/1.5/S/59184 „Performance and excellence in postdoctoral research in Romanian economics science domain”.
• Principal subjects/occupational skills covered	Economic Studies – individual research project „Functional Higher Economic Education – determining factor of increasing competitiveness and quality of life”
• Title of qualification awarded	Postdoctoral research

• Dates	<b>November 2010</b>
• Name and type of organization providing education and training	Bucharest University of Economic Studies, Postgraduate training school
• Principal subjects/occupational skills covered	Management of university: present and perspectives, Academic scientific research, Legislation in the field of university management, Financing of higher education
• Title of qualification awarded	Certificate of graduation of the course Management of the University

• Dates	<b>01.10.2005-30.09.2008</b>
• Name and type of organization providing education and training	Bucharest University of Economic Studies, Doctoral School
• Principal subjects/occupational skills covered	1 <sup>st</sup> year of study: Microeconomics, Macroeconomics, Econometrics, Corporate Management, Research Methodology and Project Management, Competition Law, European Economics, Quantitative Methods for Substantiating Economic Decisions, New Economics, Strategies for Sustainable Economic Development; 2 <sup>nd</sup> year of study: Interim research report; 3 <sup>rd</sup> year: Final research report, PhD thesis - Competition and The Market Functionality: Between Reality and Doctrines <i>The title of the PhD thesis - The competition and the functionality of the markets: between reality and doctrines (December 2008, scientific supervisor: PhD Professor Angela Rogojanu)</i>
• Title of qualification awarded	PhD in Economics (Order of the Minister of Education, Research and Innovation no. 3658 / 10.04.2009)

• Dates	<b>2001-2005</b>
• Name and type of organization providing education and training	Bucharest University of Economic Studies, Faculty of General Economics
• Principal subjects/occupational skills covered	Economics and Business Law Studies
• Title of qualification awarded	Degree in Economics, head of the 2005 promotion (general average of the study years 9.87)
• Level in national classification (if appropriate)	University studies

• Dates	<b>2001-2005</b>
• Name and type of organization providing education and training	Bucharest University of Economic Studies, Training Didactic Personnel Department
• Principal subjects/occupational skills covered	Pedagogy
• Title of qualification awarded	Certificate
• Level in national classification (if appropriate)	University studies

• Dates	<b>20 October - 16 December 2006</b>
• Name and type of organization providing education and training	L' Institut Francais de Bucarest
• Principal subjects/occupational skills covered	French language
• Title of qualification awarded	Certificate
• Level in national classification (if appropriate)	Linguistic Studies

• Dates	<b>1997-2001</b>
• Name and type of organization providing education and training	Anghel Saligny College, Roşiorii de Vede, Teleorman
• Principal subjects/occupational skills covered	Informatics
• Title of qualification awarded	Bachelor degree
• Level in national classification (if appropriate)	High school studies

<b>CERTIFICATES</b>	<ul style="list-style-type: none"> <li>• <b>March – May 2023</b> Training certificate obtained within the Future Manager program, McDonald's Romania edition, Eduspace Association</li> <li>• <b>May 28 – June 12, 2021</b> Training certificate – implementation of quality assurance methodologies developed within the project “Improving public policies in higher education and increasing the quality of regulations by updating quality standards – QAFIN” (course duration: 20 hours)</li> <li>• <b>January-February 2018</b> - Certificate of participation in the course Guidelines for quality – assurance criteria in critical thinking education (Erasmus + CRITHINKEDU), University of Rome TRE, Italy</li> <li>• <b>June 2013</b> - Certificate of graduation of the specialized courses with a duration of 52 hours for the occupation of TRAINER (G.S. Consulting Serv SLR)</li> <li>• <b>October 20 - December 16, 2006</b> Certificate of completion of French language course, L' Institut Francais de Bucarest</li> <li>• <b>2001</b> – Professional assistant programmer certificate obtained at Anghel Saligny Roşiorii de Vede (10)</li> </ul>
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<b>PERSONAL SKILLS AND COMPETENCES</b>
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<b>MOTHER TONGUE</b>	<b>Romanian</b>
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OTHER LANGUAGES		
	English	French
• Reading skills	Excellent	excellent
• Writing skills	Excellent	good
• Verbal skills	Excellent	good

<b>SOCIAL SKILLS AND COMPETENCES</b>	Tolerance, communication, teamwork, dynamism and perseverance are only some of the abilities required by the academic, research and teaching work.
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<b>ORGANIZATIONAL SKILLS AND COMPETENCES</b>	<p>Experience in organization, planning, and control acquired as a member of various project teams, professional associations, editorial boards, and committees for organizing scientific events</p> <ul style="list-style-type: none"> <li>▪ Vice-President of the BUES Senate and President of the Education Committee within the BUES Senate (according to Senate Decision No. 14/05.02.2020 regarding the election and approval of the presidents of the permanent committees of the Senate and Senate Decision No. 16/08.02.2024)</li> <li>▪ Director of the Department of Economic Doctrines and Communication (2015 – present)</li> <li>▪ Elected member of the Senate of the Bucharest University of Economic Studies (Jan. 2016-2020, 2020 – 2024, 2024 - present) (3 terms)</li> <li>▪ Elected member of the Faculty Council of the Faculty of Economics and Business Communication (formerly Theoretical and Applied Economics) (2008 – present)</li> <li>▪ Elected member of the Council of the Department of Economic Doctrine and Communication (2007 – 2011) (2012 – present)</li> <li>▪ Member of the Admissions Committee, bachelor's degree cycle in 2007, 2009, 2010 and master's degree cycle in 2009-2014, 2017-2025 (Faculty of Theoretical and Applied Economics)</li> <li>▪ Member of the bachelor's degree examination committee (2008 - 2015, 2017 - 2025) and dissertation committee (2009 - 2015, 2017 - 2025)</li> </ul>
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<b>TECHNICAL SKILLS AND COMPETENCES</b>	Pascal programming language, Windows operating systems, and Microsoft Office tools
<b>DRIVING LICENCE(S)</b>	B Category
<b>ADDITIONAL INFORMATION</b> Member in professional associations	<p>2013 – present: member of the General Association of Economists of Romania (AGER) (head of department)</p> <p>2015 – present: member of the Romanian Association of Regional Sciences</p> <p>2015 – present: member of the Regional Science Association International</p> <p>2017 – 2024: member of BASIQ (Association for Innovation and Quality in Sustainable Business)</p>

<b>AWARDS/DISTINCTIONS RECEIVED</b>	<ul style="list-style-type: none"> <li>▪ November 2023 - Georgescu Roegen Diploma for scientific research excellence, through articles published in prestigious international journals in 2021 (Q2), awarded by ASE Bucharest</li> <li>▪ 2021 – JTAER Best paper award, awarded at the ICESS ASE conference for the article "Digitalization and Labor Market—A Perspective within the Framework of Pandemic Crisis" (authors: G.I. Piroșcă, G.L. Șerban-Oprescu, L. Badea, M.R. Stanef-Puică, C.R. Valdebenito), published in the Journal of Theoretical and Applied Electronic Commerce Research, 16(7), 2843-2857; <a href="https://doi.org/10.3390/jtaer16070156">https://doi.org/10.3390/jtaer16070156</a></li> <li>▪ November 2019 – Georgescu Roegen Diploma for scientific research excellence, resulting in articles published in Web of Science-indexed journals, with an SRI greater than 0.25 and less than 1, awarded by ASE Bucharest</li> <li>▪ May 2014 – PROFESOR BOLOGNA Award granted by the National Alliance of Student Organizations in Romania (ANOSR)</li> <li>▪ 2009 – Best Paper Award for the best paper presented at The 3rd Conference on Further Challenges for a Competitive Management, awarded by CESMAA (European Centre for Management Studies in Business Administration), <a href="http://www.cesmaa.eu/awards.php">http://www.cesmaa.eu/awards.php</a></li> <li>▪ December 2006 – Diploma of Gratitude awarded by the Faculty of General Economics</li> <li>▪ October 2005 – BUES Award for graduating as valedictorian of the Faculty of General Economics (9.87)</li> <li>▪ 2005, 2004, 2003, 2002 – First Prize for academic achievement, awarded by the Faculty of General Economics, BUES</li> <li>▪ 2001 – Award of Excellence from Anghel Saligny for graduating as head of the class – pre-university studies</li> </ul>
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<p><b>MEMBER OF EDITORIAL BOARDS OR SCIENTIFIC COMMITTEES, ORGANIZER OF SCIENTIFIC EVENTS, REVIEWER FOR SCIENTIFIC JOURNALS/EVENTS</b></p>	<p><b>1) Member of editorial boards</b></p> <ul style="list-style-type: none"> <li>July 2009 – present: Editorial assistant, later member of the Editorial Board of the journal Theoretical and Applied Economics, <a href="https://www.ectap.ro/theoretical-and-applied-economics-editorial-council/">https://www.ectap.ro/theoretical-and-applied-economics-editorial-council/</a></li> </ul> <p><b>2) Reviewer</b> for articles published in Web of Science indexed journals: Journal of Cleaner Production, Technological and Economic Development of Economy, Sustainability, Water, Energies</p> <p><b>3) Member of the organizing committee of:</b> (1) Economic Convergence in European Union (ECEU) 16th – 22nd edition (2019-2025) - Faculty of Theoretical and Applied Economics (ETA), BUES; (2) International Conference on Economics, Business and Economic Thought (EBET), ETA, BUES, April 20-21, 2018; (3) International Conference "Competitiveness and Economic and Social Cohesion," ETA, Faculty of Business and Tourism, BUES and AUF, March 26-27, 2015; (4) International Conference "Post-crisis developments in Economics," ETA, BUES, November 21-22, 2014; (5) International Symposium "The global crisis &amp; The opening of a new paradigm" - Faculty of Economics, BUES, November 22-23, 2013; (6) Scientific Symposium "The conceptual framework of post-crisis economics" - Faculty of Economics, BUES, November 23-24, 2012; (7) International Symposium "Conceptual framework of post-crisis economics" - Faculty of Economics, BUES, November 11-12, 2011; (8) Scientific Symposium "The global crisis and the reconstruction of economic science?" - Faculty of Economics, BUES, AGER, November 5-6, 2010; (9) 2nd International Symposium "Economics, Communication, Globalization in knowledge-based society" – Department of Communication and Economic Doctrines, BUES, April 5-6, 2008; (10) Scientific Communication Session THE POWER OF PUBLIC IMAGE IN THE BUSINESS ENVIRONMENT, Department of Communication and Economic Doctrines, BUES, April 2007; (11) International Symposium "ECONOMY, SOCIETY, CIVILIZATION" - ASE, Faculty of General Economics and FINmedia, July 6-7, 2007; (12) Scientific Communication Session "THE MAGIC OF COMMUNICATION" - Department of Communication and Economic Doctrines, BUES, May 2006</p> <p><b>4) Member of the scientific committee of:</b> (1) Economic Convergence in European Union (ECEU) 16th – 22nd edition - Faculty of Theoretical and Applied Economics (ETA), BUES; (2) International Conference on Economics, Business and Economic Thought (EBET), ETA, BUES, April 20-21, 2018; (3) International Scientific Conference "Information Society and Sustainable Development (ISSD)", C-tin Brâncuși University, Tg-Jiu, April 27-28, 2018; (4) International Conference "Development as purpose of human action. The new challenges for Economics", ETA, BUES, November 20-21, 2015</p>
<p><b>MEMBER IN RESEARCH PROJECTS (SELECTION):</b></p>	<ul style="list-style-type: none"> <li>Project manager for "The impact of artificial intelligence on human resource dynamics in the context of a sustainable economy," no. 7281/May 31, 2024, institutional research project won through competition, period: June–November 2024, beneficiary: BUES, contract value: 99,423.81 lei;</li> <li>Director of the postdoctoral research project "Functional higher economic education - a determinant of increased competitiveness and quality of life", period: November 2010 - March 2013, within POSDRU/89/1.5/S/59184 "Performance and excellence in postdoctoral research in the field of economic sciences in Romania," co-financed by the European Social Fund through the Sectoral Operational Program for Human Resources Development 2007-2013;</li> <li>"The role of foreign direct investment in Romania's economic growth", no. 6707/15.05.2025, beneficiary: BUES, project manager: Andrei Hrebenciuc, contract value: 99,724.43 lei, position: researcher, period: 02.06.2025 - 30.11.2025</li> <li>"Study on the context and effects of Romania's accession to the Schengen Area," beneficiary: BUES, project manager: Prof. Dumitru Miron, contract value: 500,000 lei, position: researcher, period: 08.06.2023 - 30.11.2023</li> <li>"Critical Thinking for Successful Jobs (THINK4JOBS)", Erasmus+, no. 2020-1-EL01-KA203-078797, project manager: Prof. Daniela Elena Dumitru, position within the project: researcher, period: November 4, 2021 - August 31, 2023</li> <li>"Start your career with a teaching master's degree", POCU 2014+:140783, project manager: Prof. Grigore Ioan Piroșcă, position within the project: training expert partner 3, period: 09.03.2021 – 09.06.2023</li> <li>Sustainable partnership for student practice (Future Stars), POCU/626/6/13/131645, project manager: Prof. Mihai Roșca, PhD, position within the project: A1 type mentoring expert, period: 12.01.2021 – 21.09.2022</li> <li>Promoting the Quality 4.0 concept in the process of transforming ASE into a digitized university, in the context of student-centered education, academic ethics and deontology, CNFIS-FDI-2020-0193, project manager: Prof. Roxana Sârbu, role in the project: Qualifications and occupations expert, period of involvement in the project: May 18, 2020 – December 15, 2020</li> <li>"Increasing the competitiveness of the national economy through strategies to retain and bring</li> </ul>

	<p>back young tertiary education graduates to Romania," DMCI 1816/30.07.2019, beneficiary: BUES, project manager: George - Laurențiu Șerban-Oprescu, contract value: 98,887 lei, position: researcher, period: 08.08.2019-30.12.2020;</p> <ul style="list-style-type: none"> <li>▪ "Possible policy approaches at EU and national level in view of the Romanian Presidency of the Council of the European Union (EU Council)", 31/PSCD/22.08.2018, beneficiary: Ministry of Labor and Social Justice, partner BUES, partner project manager: Grigore Ioan Piroșcă, contract value: 295,000 lei, position: CSII, period: September 2018-September 2019;</li> <li>▪ "Access to Studies and Equity for All (ASEt)", 271/SGU/NC/II - ROSE project, beneficiary: BUES, project manager: Associate Professor Marilena Papuc, position: tutor, period: 06.12.2019-09.03.2020</li> <li>▪ "Practice for Tomorrow's Technology", POSDRU/161/2.1/G/138552, beneficiary: SC Synotech Global Services SRL, ASE partner, partner project manager: Associate Professor Dobrescu Maria Monica, contract value: 2,065,851.36 lei, position: simulated enterprise manager, project involvement period: 03.11.2014 -30.04.2015</li> <li>▪ "THE COMPLEXITY OF THE WHOLE. Case study: the health of the university organization," contract no. IDEI ID_774, duration: 1.10.2007 – 1.10. 2010, contract obtained through competition, project director: Carmen Costea, contract value: 950,000 RON, member of the research team during the period 01.10.2007 – 03.06.2009.</li> </ul>
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