



UBB FSEGA

Universitatea Babeș-Bolyai | Facultatea de Științe Economice și Gestiunea Afacerilor



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Site: <https://sites.google.com/site/drecdancristiandabija/home>

Orar de consultatii: Vineri 15.40-17.20

Data nasterii: 00-00--00-

Nationalitate: Romanian

25.2.2019 – present, Full Professor. Teaching courses and seminars in: Basics of Marketing, International Marketing, Strategic Marketing, Marketing Policies, Retail Marketing (Romanian and German Study Line)

1.10.2013 – 24.2.2019 Associate Professor. Teaching courses and seminars in: Basics of Marketing, International Marketing, Strategic Marketing, Marketing Policies, International Tourism (Romanian and German Study Line)

24.10.2011 – 30.09.2013 Lecturer. 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)

Experienta Profesionala: 1.10.2009 – 23.10.2011 Assistant Lecturer, PhD, with special permission to teach courses. Courses and seminars: Basics of Marketing, International Marketing, Marketing Research, Strategic Marketing, Marketing Policies, International Tourism (Romanian and German Study Line)

1.10.2007 – 30.09.2009 Assistant Lecturer Teaching seminars in: Basics of Marketing, International Marketing, Marketing Research, Marketing Policies, International Tourism (Romanian and German Study Line)

1.3.2005 – 30.09.2007 Teaching Assistant Teaching seminars in: Basics of Marketing, International Marketing, Marketing Research (Romanian and German Study Line)

1.10.2003 – 28.02.2005 Scientific collaborator Teaching seminars in: Basics of Marketing; Basics of Informatics; Databanks and Programming

February 2017 - present: PhD Supervisor on Marketing within the PhD School of the Faculty of Economics and Business Administration, Babeș-Bolyai University Cluj-Napoca, Romania

04.12.2015 Habilitation Certificate; Area: Marketing Order of the Romanian Ministry of National Education and Scientific Research nr. 5928/04.12.2015

01.11.2010 – 28.02.2013 Postdoctoral Studies in Business Administration; Area: Marketing Competition Policy and Unique Market, Bucharest University of Economic Studies / Higher Education

Educatie Formare: 01.10.2006 – 30.09.2009 PhD in Marketing Courses: Econometrics, Organizational Management; Research Methodology and Project management; Advanced Marketing Research; Integrated Marketing Communication; Management of Marketing; Relationship Marketing; Strategic Marketing; Bucharest University of Economic Studies / Higher Education

01.10.2003 – 30.06.2004 Master in Business Administration; Specialization: Marketing and Management Strategies and Policies Courses: Strategic Marketing, Strategic Management, Operational Management; Production and Service Management; Operational Research; Used Internet for Businesses; Euro-Management; Multidimensional Exploratory Research; Business Communication. Babeș-Bolyai University Cluj-Napoca, Faculty of Economics & Business Administration

01.10.1999 – 31.08.2003 Bachelor in Economics; Specialization: International Relations Courses: Economics; Mathematics; Accounting; Marketing; Finance; International Marketing; Programming; Informatics; Statistics; Management; Modern Languages. Babeș-Bolyai University Cluj-Napoca, Faculty of Economics & Business Administration

Limba materna: Romanian

German: Deutsches Sprachdiplom, KMK Stufe II, Bonn, Germany (C1)

Limbi Straine:

English: Certificate in Advanced English, University of Cambridge (C1)

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

Aptitudini sociale:

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

Aptitudini organizatorice:

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)

September 2012 – present: Reviewer for the leading Romanian Business Journal – Amfiteatru Economic (Impact Factor 2012: 0,953)

July 2013 – present: Associate Editor for the leading Romania Business Journal – Amfiteatru Economic (Impact Factor 2012: 0,953)

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: Member in the Organizing Committee of the International Conference „Marketing – from information to decision”, 2nd Edition, 30 – 31st of October 2009; 5th Edition, 26th – 27th of October 2012

November 2013, November 2014, November 2015: Member in the Scientific Committee of the International Conference „Marketing – from information to decision”, 6th Edition, 8th – 9th of November 2013; 7th Edition, 7th – 8th of November 2014; 8th Edition, 6th – 7th of November 2015

December 2013 – September 2015: Member and evaluator in the internal faculty Commission for Research and Teacher Contests, FSEGA, BBU

November 2013 – present: Associate Editor for Ecoforum (EBSCO, Cabells, ProQuest; CEEOL) <http://www.ecoforumjournal.ro/index.php/eco/about/editorialTeam>

February 2014 – present: Associate Editor for Romanian Journal of Marketing (EBSCO, ProQuest, CEEOL) <http://www.revistademarketing.ro/?operatie=redactie>

May 2014 – present: Reviewer for Marketing Education Review (Taylor and Francis) <http://www.marketingeducationreview.com/>

September 2014 – present: Ad hoc Reviewer for Ekonomska Istrazivanja – Economic Research <http://www.tandfonline.com/loi/rero20#.U29-ICHVIUh>;

2014 – present: Ad hoc Reviewer for the European Marketing Academy Regional Conference, 2014 Katowice, Poland; 2015 Portugal; 2016 Oslo

June 2015 – present: Reviewer of Zeitschrift für Hochschulentwicklung (ZFHE), <http://www.zfhe.at/index.php/zfhe/pages/view/personen#gutachterinnen>;

July 2015: Reviewer for Journal of Business Economics and Management, <http://www.tandfonline.com/toc/tbem20/current#.VpO6XInvlWY>;

January 2015 – March 2017: Reviewer for Journal of Global Marketing (Taylor and Francis), http://www.tandfonline.com/action/journalInformation?show=editorialBoard&journalCode=w glo20#.Vpnq_VnvlWa

February 2015 – present: Member in the Scientific Committee of the International Conference Emerging Trends in Marketing and Management International Conference Bucharest, Romania, September 22th-24th, 2016, <http://www.etimm.ro>

August 2016 – External Review Expert for the Romanian Executive Agency for Higher Education, Research Development and Innovation Funding and for the COST Program of the EU

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

Associate Editor, Amfiteatru Economic ISSN1582-9146 (IF 2.6-Q1) Associate Editor, Kybernetes ISSN 0368-492X (IF 2.5-Q2)

Associate Editor, Business Process ManagementJ. ISSN 1463-7154 (IF 4.5-Q1)Senior Editor, European J. of International Management ISSN 1751-6757 (IF 1.2-Q3)Advisory Board, Oeconomia Copernicana ISSN 2083-1277(IF 7.6-Q1)Advisory Board, Ekonomie a Management ISSN1212-3609 (IF 1.4-Q3)

Topical Editor, J. of Theoretical & Applied E-Commerce Research ISSN 0718-1876 (IF 5.1-Q1)

Aptitudini tehnice: Using PC

Aptitudini calculator: Office, SPSS, AMOS, Smart-PLS

Alte competente: Awards, honors and recognition of scientific work

November 2024: 2023 Publication Award of Excellence of the Committee on Economic Sciences, Section IX, Hungarian Academy of Sciences for the paper Pop, R.A., Hledik, E., Dabija, D.C. 2023. Predicting consumers' purchase intention through fast fashion mobile apps: the mediating role of attitude and the moderating role of COVID-19. Technological Forecasting and Social Change, 186(Part A), 122111. ISSN 0040-1625. <https://doi.org/10.1016/j.techfore.2022.122111>. WOS: 000916005700001

November 2024: Anniversary Distinction – Amfiteatru Economic 25, awarded by the Editorial Board of the Amfiteatru Economic Journal, with the approval of the Bucharest University of Economic Studies, as recognition for the 183 citations brought to the journal, which contributed in enhancing the visibility and the scientific prestige of the journal.

November 2024: Excellence Diploma – Amfiteatru Economic 25, awarded by the Editorial Board of the Amfiteatru Economic Journal, with the approval of the Bucharest University of Economic Studies, as recognition for the professionalism, integrity, engagement, initiative and support of the editorial team, but also for the important contribution in increasing the scientific prestige of the journal.

October 2024: Best Paper Award Strategica International Conference 2024. Sharp, K.L., Van Deventer, M., Dabija, D.C. Psychometric Properties of a Bank Loyalty Measurement Model in South African Context. 12th Strategica International Conference, October 24-25, 2024, Bucharest, Romania.

September 2024: Top 2% worldwide best cited researchers on place #28497 in the update of the science-wide author database of standardized citation indicators, according to Elsevier and Stanford University International Ranking <https://elsevier.digitalcommonsdata.com/datasets/btchxktzyw/7>

September 2024: 2024 Emerald Literati Awards – Outstanding Paper for the article Vătmănescu, E.M., Brătianu, C., Dabija, D.C., Popa, S. 2022. Capitalizing Online Knowledge Networks: From Individual Knowledge Acquisition towards Organizational Achievements. Journal of Knowledge Management. <https://doi.org/10.1108/JKM-04-2022-0273> ISSN 1367-3270 WOS: 000831129300001

January 2024: Excellence Prize for Scientific Research as a recognition for the outstanding international scientific achievements, for being placed among the 2% most influential worldwide scientists in 2022, in all research fields, Babeş-Bolyai University, Cluj-Napoca, Romania, 29 January 2024

January 2024: Excellence Prize for Scientific Research as a recognition for the outstanding international scientific achievements, for being placed among the 2% most influential worldwide scientists in 2022, in the own research field, Babeş-Bolyai University, Cluj-Napoca, Romania, 29 January 2024

December 2023: Highly Cited Papers in 2021–2022 in the Section "Electronic Multimedia" Electronics ISSN 2079-9292 <https://www.mdpi.com/about/announcements/7297>; 26 December 2023

November 2023: "Experiences which transform" Prize of the National Agency for Community Programmes in the Field of Education and Vocational Training from Romania, 10 November 2023 for the project BNCOW Business Online Competencies in the Online World 2022-1-RO01-KA220-HED-000087365 <https://sites.google.com/view/bncow/home>

October 2023: #51754 among the top 2% highly cited researchers according to Elsevier and Stanford University International Ranking <https://elsevier.digitalcommonsdata.com/datasets/btchxktzyw/6>.

September 2023: #1 in Marketing in UBB and Romanian according to https://www.adscientificindex.com/scientist_print.php?id=4347483

July-September 2023: Highly Cited Paper Recognition by Web of Science for the paper Pop, R.A., Hledik, E., Dabija, D.C. 2023. Predicting consumers' purchase intention through fast fashion mobile apps: the mediating role of attitude and the moderating role of COVID-19. Technological Forecasting and Social Change, 186(Part A), 122111. ISSN 0040-1625. <https://doi.org/10.1016/j.techfore.2022.122111>. WOS: 000916005700001

April 2023: JRFM 2022 Outstanding Reviewer Award - Journal of Risk and Financial Management <https://www.mdpi.com/journal/jrfm/awards/2127>

January 2023: Finalist of the Gala Cercetării Românești 2023 (Romanian Research Gala 2023), Category: Experienced Researchers, Romanian Ministry of Research, Digitalization and Innovation <https://galacercetarii.research.gov.ro/>

November 2022-February 2023: Hot Paper Recognition by Web of Science for the paper

Vătămănescu, E.M., Brătianu, C., Dabija, D.C., Popa, S. 2022. Capitalizing Online Knowledge Networks: From Individual Knowledge Acquisition towards Organizational Achievements. Journal of Knowledge Management. <https://doi.org/10.1108/JKM-04-2022-0273> ISSN 1367-3270. WOS: 000831129300001 <https://rb.gy/mh6ouf>

October 2022- present: Highly Cited Recognition by Web of Science for the paper Pelău, C., Dabija, D.C., Ene, I. 2021. What makes an AI device human-like? The role of interaction quality, empathy and perceived psychological anthropomorphic characteristics on the acceptance of artificial intelligence in the service industry. Computers in Human Behaviour. 122, 106855. <https://doi.org/10.1016/j.chb.2021.106855>
<https://www.sciencedirect.com/science/article/abs/pii/S0747563221001783>; WOS: 000663722100004

September 2021: 2020 MDPI Top Reviewer Award
<https://www.mdpi.com/journal/jrfm/announcements/3121>

December 2019: "Victor Slăvescu" Award of the Romanian Academy of Science for the book „A concepe, a redacta și a publica un articol științific. O abordare în contextul cercetării economice” (Conceiving, Writing and Publishing a Scientific Article. An Approach in the Context of Economic Research). Authors: Vasile Dinu, Gheorghe Săvoiu, Dan-Cristian Dabija. Bucharest: Editura ASE, Bucharest, 2017, 450 pag. ISBN 978-606-34-0220-3.

December 2019: Award by the Romanian Executive Agency for Higher Education, Research Development and Innovation Funding PN-III-P1-1.1-PRECISI-2019-39082 for the article Dabija, D.C., Băbuț, R. (2019). Enhancing Apparel Store Patronage through Retailers' Attributes and Sustainability. A Generational Approach. Sustainability, 11(17), 4532. ISSN 2071-1050 <https://doi.org/10.3390/su11174532> WOS: 000486877700021.

October 2019: Award by the Romanian Executive Agency for Higher Education, Research Development and Innovation Funding PN-III-P1-1.1-PRECISI-2019-33864 for the article Popa, I.D., Dabija, D.C. (2019). Developing the Romanian Organic Market: A Producers Perspective. Sustainability, 11(2), 467. ISSN 2071-1050 <http://dx.doi.org/10.3390/su11020467> WOS: 000457129900171.

September 2018: Publons Peer Review Awards 2018 for placing 5th on Publons global reviewer database, determined by the number of peer review reports rated as „excellent” by academic journal editors on Publons during the 2017-2018 Award year <https://publons.com/dashboard/records/award/certificate/prw/29029/2018/>

September 2018: Publons Peer Review Awards 2018 for placing in the top 1% of reviewers in Business & Economics on Publons global reviewer database, determined by the number of peer reviews reports performed during the 2017-2018 Award year. <https://publons.com/dashboard/records/award/certificate/prw/32469/2018/>

August 2018: Award by the Romanian Executive Agency for Higher Education, Research Development and Innovation Funding PN-III-P1-1.1- PRECISI-2018-22932 for the article Dabija, D.C., Bejan, B., Tipi, N., (2018). Generation X versus Millennials communication behavior on social media when purchasing food versus tourist services. Economie a Management (E&M) / Economics and Management, 21(1), pp.191-205, ISSN 1212-3609, e-ISSN 2336-5604; <http://dx.doi.org/10.15240/tul/001/2018-1-013>; WOS: 000429786100013.

October 2017: Award by the Romanian Executive Agency for Higher Education, Research Development and Innovation Funding PN-III-P1-1.1-PRECISI2017-15458 for the article Dabija D.C., Postelnicu C., Dinu V., Mihăilă A., Stakeholders' Perception of Sustainability Orientation within a Major Romanian University. International Journal of Sustainability in Higher Education, 18(4), pp.533-553. <http://dx.doi.org/10.1108/IJSHE-10-2015-0169>; ISSN: 1467-6370; WOS: 000402916000005.

November 2017: Award (First Prize) by the Association of the Economic Faculties from Romania for the book „A concepe, a redacta și a publica un articol științific. O abordare în contextul cercetării economice” (Conceiving, Writing and Publishing a Scientific Article. An Approach in the Context of Economic Research). Authors: Vasile Dinu, Gheorghe Săvoiu, Dan-Cristian Dabija. Bucharest: Editura ASE, 402 pag. ISBN 978-606-505-34-0095-7

August 2017: Award by the Romanian Association of Cultural-Educational Cooperation Suceava for the book „A concepe, a redacta și a publica un articol științific. O abordare în contextul cercetării economice” (Conceiving, Writing and Publishing a Scientific Article. An Approach in the Context of Economic Research). Authors: Vasile Dinu, Gheorghe Săvoiu, Dan-Cristian Dabija. Bucharest: Editura ASE, 402 pag. ISBN 978-606-505-34-0095-7, <http://accesuceava.ro/premii/>.

November 2016: Excellence Diploma for the outstanding contributions to the development of the Business Administration Faculty in Foreign Languages, Bucharest University of Economic Studies.

December 2015: Award by the Romanian Executive Agency for Higher Education, Research Development and Innovation Funding PN-II-RU-ABIL-2015-2-0251 for obtaining the Habilitation Certificate, Order of the Romanian Minister of National Education and Scientific Research, Nr. 5982/4.12.2015.

November 2015: Award by the Romanian Executive Agency for Higher Education, Research Development and Innovation Funding PN-II-RU-PRECISI-2015-9-8846 for the

article Dabija D.C., Postelnicu C., Pop N.A., Methodology for Assessing the Degree of Internationalization of Business Academic Study Programmes, *Amfiteatru Economic*, 16 (37), 2014, pp.726-745, ISSN

November 2015: Award by the Romanian Executive Agency for Higher Education, Research Development and Innovation Funding PN-II-RU-PRECISI-2015-9-8844 for the article Postelnicu C., Dinu V., Dabija D.C., Economic Deglobalization – from Hypothesis to Reality, *Ekonomie a Management (E&M) / Economics and Management*, 18 (2), 2015, pp.4-14, ISSN 1212-3609, e-ISSN 2336-5604; DOI: 10.15240/tul/001/2015-2-001; <https://dspace.tul.cz/handle/15240/9102WOS:000356905400001>

January 2015: Prize for Scientific Research as a recognition for the outstanding scientific achievements from 2014, Babeş-Bolyai University, 19 January 2015

December 2014: Excellence Diploma for the outstanding contribution and the continuous support of the activity of *Amfiteatru Economic*, Web of Science indexed journal, Nr. 52/31.12.2014

December 2014: Award by the Romanian Executive Agency for Higher Education, Research Development and Innovation Funding PN-II-RU-PRECISI-2014-8-5107 for the article Pop Nicolae Al., Iorga Ana, Dabija Dan-Cristian, Ethical responsibility of the neuromarketing companies in capitalizing on market research – An exploratory approach at the global level, *Amfiteatru Economic*, 16 (35), 2014, pp.26-40, ISSN 1582-9146, e-ISSN 2247-9104, IF (2013) = 0,838; WOS:000336894300003

December 2014: Award by the Romanian Executive Agency for Higher Education, Research Development and Innovation Funding PN-II-RU-PRECISI-2014-8-5015 for the article: Swoboda Bernhard, Berg Bettina, Dabija Dan-Cristian, International Transfer and Perception of Retail Formats: A comparison Study in Germany and Romania, *International Marketing Review*, 31 (2), 2014, pp.155-180, ISSN 0265-1335; IF (2013) = 1,172; WOS:000334012200003

June 2012: Award (First Prize) by the Association of the Economic Faculties from Romania for the book „International Marketing – Theory and Practice” – Authors: Nicoale Al. Pop, Dan-Cristian Dabija, Ionel Dumitru, Corina Monica Pelău, Eva Cristina Petrescu.

October 2011: Popularity prize at the contest of the “Dinu Patriciu” Foundation, category „Scientific Researcher of the year” (Higher Education);

October 2009: Participation at the contest for the Prizes of the “Dinu Patriciu” Foundation, category „Professor of the year” (Higher Education);

June 1999: Excellence Prize for graduation at the „George Coşbuc” National College Cluj-Napoca as Head of Promotion with the highest average – 9,93;

Permis Conducere: Driver license

Informatii suplimentare: Grants, Research Projects, Consultancy

1.10.2022-31.12.2024: Consortium Coordinator of Erasmus+ Strategic Partnership 2022-1-RO01-KA220-HED-000087365 Conducting research within the project Business Negotiations Competencies in the Online World financed through the Erasmus+ Program <https://sites.google.com/view/bncow/home>

1.9.2022 – 28.2.2023: Senior researcher in PN-III-P1-1.1-TE-2019-1356 Conducting research within the project “The impact of knowledge networks on achieving sustainable competitive advantage: from the individual to the organizational systems” https://ccm.facultateademangement.ro/kn_sca/

1.7.2022 – 31.12.2024: Senior researcher in PN-III-P4-PCE-2021-0366 Conducting research within the project “Opportunities and constraints for career development of non-STEM graduates: A mixed method approach (jobs4non-STEM)” <https://socasis.ubbcluj.ro/proiecte/opportunities-and-constraints-for-career-development-of-non-stem-graduates-a-mixed-method-approach/>

15.5.2022 – 14.5.2024: Principal investigator PNIII-RU-TE-2021-0795 Conducting research within the project “Resilient Retail: Technology driven COVID-19 Impact on Consumers and Retailers” <https://sites.google.com/site/ResCOVRet>

1.9.2020 – 31.10.2020: Principal investigator Star-UBB Fellowship Program Conducting research within the project “Students Perception regarding the sustainable strategy of the Babeş-Bolyai University: A holistic approach from the strategic development of European Universities” Star-UBB Fellowship Program Project 33PFE/2018 <https://cercetare.ubbcluj.ro/en/star-ubb-fellowship-program>

1.1.2020-31.12.2020: Principal investigator UBB AGC 30001/06.01.2020 (Internal Grant of the Babes-Bolyai University for supporting employees’ competitiveness) Conducting research within the project From the deliberate managerial strategy towards international business performance: A psychic distance vs. global mindset approach; Internal University Project financed through the Programme Research-Competitivity-Excellence

19.11-24.11.2019: Principal investigator PN-III-P1-1.1-MC-2019-2146 Research Mobility: Attending a Smart PLS SEM Course at the Technical University of Hamburg, Germany financed by Romanian Executive Agency for Higher Education, Research Development and Innovation Funding, UEFISCDI

1.11.2019-31.10.2020: Principal investigator UBB AGC 34795/31.10.2019 (Internal Grant of the Babes-Bolyai University for supporting employees' competitiveness) Conducting research within the project Enhancing Apparel Store Patronage through Retailers' Attributes and Sustainability. A Generational Approach; Internal University Project financed through the Programme Research-Competitvity-Excellence

1.8.2019-31.7.2020: Principal investigator UBB AGC 32564/5.7.2019 (Internal Grant of the Babes-Bolyai University for supporting employees' competitiveness) Conducting research within the project How Sustainability Oriented is Generation Z in Retail? A Literature Review; Internal University Project financed through the Programme Research-Competitvity-Excellence

8.3.2019 – 7.3.2020: Principal investigator UBB AGC30708/19.2.2019 (Internal Grant of the Babes-Bolyai University for supporting employees' competitiveness) Conducting research within the project "Developing the Romanian Organic Market: A Producer's Perspective" <https://sites.google.com/site/drecdancristiandabija/proiect-uefiscdi/ubb-agc3515831-10-2018> Internal University Project financed through the Programme Research-Competitvity-Excellence

1.2.2019 – 1.6.2019: Principal investigator Star-UBB Fellowship Program Conducting research within the project "Impact of green behaviour of Generation Z in developing sustainable and competitive business strategies. Approach of European Retailers" Star-UBB Fellowship Program Project 33PFE/2018

31.10.2018 – 30.10.2019: Principal investigator UBB AGC35158/31.10.2018 (Internal Grant of the Babes-Bolyai University for supporting employees' competitiveness) Conducting research within the project "The impact of consumer green behaviour on green loyalty among retail formats: A Romanian case study" <https://sites.google.com/site/drecdancristiandabija/proiect-uefiscdi/ubb-agc3515831-10-2018> Internal University Project financed through the Programme Research-Competitvity-Excellence

25.10.2018 – 24.10.2019: Principal investigator UBB AGC34997/25.10.2018 (Internal Grant of the Babes-Bolyai University for supporting employees' competitiveness) Conducting research within the project "Generation X versus Millennials communication behavior on social media when purchasing food versus tourist services" <https://sites.google.com/site/drecdancristiandabija/proiect-uefiscdi/ubb-agc3499725-10-2018> Internal University Project financed through the Programme Research-Competitvity-Excellence

01.10.2015 – 30.09.2017 Principal investigator Babeş-Bolyai University Cluj-Napoca; PNII-RU-TE-2014-4-0312 Research Project, Romanian Executive Agency for Higher Education, Research Development and Innovation Funding, UEFISCDI, Principal Investigator of the project "Causal relationships between sustainable development and Generations X, respectively Y in contemporary society. A holistic retail marketing approach" <https://sites.google.com/site/susretailgen/>

8.12.2016 – 9.12.2016 Bucharest University of Economic Studies, Business Administration PhD School, Found for Special Situations approved by the Ministry Order No 5014/2016 Romanian Ministry of National Education and Scientific Research Developing a syllabus and lecturing a course on Academic 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/>

10.12.2014 – 07.06.2015; 15.10.2015 – 15.12.2015 Babeş-Bolyai University Cluj-Napoca POSDRU/157/1.3/S/134267 Short term expert: Marketing and educational expertise; Online and face to face training within the project POSDRU/157/1.3/S/134267, "Improving religion teacher competences and performance from high school" <http://predareareligiei.ro/>

01.03.2014 – 11.08.2014 Babeş-Bolyai University Cluj-Napoca POSDRU/87/1.3/S/63909 Short term expert: 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”

27.07.2014 – 26.11.2014 Babeş-Bolyai University Cluj-Napoca POSDRU/156/1.2/G/133681 Short term expert: 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)”

29.04.2013 – 23.09.2013 Babeş-Bolyai University Cluj-Napoca POSDRU/87/1.3/S/63908 Short term expert: Online and face to face training offered to economic teachers in Cluj-Napoca, Bistrita and Târgu Mureş in Marketing within the POSDRU/87/1.3/S/63908 „Improving teacher in high school who teach economic disciplines”

01.05.2011 – 30.06.2011; 01.12.2011 – 30.04.2012; 20.10.2012 – 20.03.2012 Babeş-Bolyai University Cluj-Napoca POSDRU/86/1.2/S/54956 Short term expert: Developing a syllabus and offering trainings in marketing within the POSDRU/86/1.2/S/54956 „Multi-Regional Program for master studies in e-Activities”

12.12.2011 – 11.05.2012; 21.06.2012 – 20.11.2012; 20.02.2013 – 20.08.2013 Babeş-Bolyai University Cluj-Napoca

POSDRU/86/1.2/S/59367 Short term expert: Marketing expertise within the project POSDRU/86/1.2/S/59367 „Quality assurance in internationalized master programs”

30.11.2012 – 02.02.2012: Betak SA Bistrița, metal Industry; Training expert: Developing a syllabus and offering trainings in „Marketing, sales and communication with clients”

01.11.2008 – 30.09.2011 Babeş-Bolyai University Cluj-Napoca German Academic Exchange Service 322-phi-mie/20.11.2008 Member in the project team: Marketing expertise within the project Förderung des Deutschsprachigen Studiengangs an der Fakultät für Wirtschaftswissenschaften und Unternehmensführung; Babeş-Bolyai University and Hochschule für Wirtschaft, Umwelt und Technik Nürtingen, Geislingen, Germany

01.10.2008 – 30.10.2011 Babeş-Bolyai University Cluj-Napoca PNCDII 92-103 / 2008 Romanian Science Foundation. Member in the project team and marketing expertise within the project „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”

23 – 26.09.2008 Babeş-Bolyai University Cluj-Napoca PO-01-Ed1-R0-F35 Romanian Science Foundation. Member in the project team and marketing expertise within the project „Evaluation possibilities and valorization opportunities of resources in the economy of mountain regions”

01.01.2007 – 31.05.2008 Babeş-Bolyai University Cluj-Napoca Leonardo RO / 2006 / PL97105 / S; Leonardo Funds. Member in the project team and expertise within the project „Praxisorientierte Ausbildung im universitären wirtschaftswissenschaftlichen Bereich”

01.03.2003 – 30.03.2009 Association of the Romanian Organic Farmers, Bioterra Romania. Marketing Consultant and Translator of different documents from German and English to Romanian (and vice versa), Marketing consultancy