

**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

Telephone(s) 0040264418652 – 5816 Mobile: 0040740189659

Fax(es) 0040264412570

E-mail [crisi\\_dabija@yahoo.com](mailto:crisi_dabija@yahoo.com); [cristian.dabija@econ.ubbcluj.ro](mailto:cristian.dabija@econ.ubbcluj.ro)

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** Reaccreditation of the Marketing PhD Domain

**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 9 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 **24.10.2011 – 30.09.2013**
- Occupation or position held **Lecturer, PhD**
- 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, <https://econ.ubbcluj.ro/cv.php?id=125>;
- Type of business Higher Education
- Dates **1.10.2007 – 24.10.2011**
- Occupation or position held **Assistant Lecturer**, with special permission to teach courses **(1.10.2009-24.10.2011)**
- 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, <https://econ.ubbcluj.ro/cv.php?id=125>;
- Type of business Higher Education
- Dates **01.03.2005 – 30.09.2007**
- Occupation or position held **Teaching Assistant**
- 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, <https://econ.ubbcluj.ro/cv.php?id=125>;
- Type of business Higher Education
- Dates **01.10.2003 – 28.02.2005**
- Occupation or position held **Scientific collaborator**
- 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, <https://econ.ubbcluj.ro/cv.php?id=125>;
- Type of business Higher Education

## WORK EXPERIENCE (EDITOR)

- Dates **15.1.2021 – present**
- Occupation or position held **Guest 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 2019: 1.906
- Dates **1.10.2020 – present**
- 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 2019: 2.576
- Dates **1.4.2020 – present**  
Occupation or position held **Senior Editor** European Journal of International Management <https://www.inderscience.com/jhome.php?code=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 2019: 1.349
- Dates **1.11.2019 – 31.7.2021**  
Occupation or position held **Guest Editor** Journal of Risk and Financial Management [https://www.mdpi.com/journal/jrfm/special\\_issues/Sustainability\\_Retail](https://www.mdpi.com/journal/jrfm/special_issues/Sustainability_Retail)
- 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 **1.9.2019 – present**  
Occupation or position held **Guest Editor** Journal of International Management <https://www.journals.elsevier.com/journal-of-international-management/call-for-papers/thirty-years-later-a-fresh-look-at-the-central>
- 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 2019: 2.830
- Dates **1.8.2019 – 1.1.2021**  
Occupation or position held **Guest Editor** Information [https://www.mdpi.com/journal/information/special\\_issues/Green\\_Marketing](https://www.mdpi.com/journal/information/special_issues/Green_Marketing)
- 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 **1.8.2018 – present**  
Occupation or position held **Managing Editor** Marketing from Information to Decision Journal <https://econ.ubbcluj.ro/mid/journal/editorial.php>
- 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 **1.6.2017 – present**  
Occupation or position held **Scientific Board Member** Economics and Management <http://www.ekonomie-management.cz/en/scientific-board/>
- Main activities and responsibilities Reviewing for the journal; Supporting the journal  
ISSN, Publisher, Impact Factor ISSN 1212-3609; Technical University Liberci, IF 2019: 1.211

Dates **1.8.2014 – present**  
 Occupation or position held **Associate Editor** Amfiteatru Economic  
[https://www.amfiteatruconomic.ro/BordEditorial\\_EN.aspx](https://www.amfiteatruconomic.ro/BordEditorial_EN.aspx)  
 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 2019: 1.238

Dates **1.4.2010 – present**  
 Occupation or position held **Editor Assistant** Virgil Madgearu Review of Economic Studies and Research  
[https://econ.ubbcluj.ro/rvm/en/editorial\\_board.php](https://econ.ubbcluj.ro/rvm/en/editorial_board.php)  
 Main activities and responsibilities Database listing of published papers; Handling contact with EIC; Supporting the journal  
 ISSN, Publisher, Impact Factor ISSN 2069-0606; Alma Mater Publishing Cluj-Napoca; -

### JOINT PHD SUPERVISION OF DOCTORAL STUDENTS

Dates **1.1.2018-present**  
 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 **1.1.2018-present**  
 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 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	<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>
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 Impact of Social Media Influencers on Travel Decisions: the Role of Trust in Consumer Decision Journey; 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>
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 Heavy Work Investment on Job Satisfaction and Turnover Intention in Romania; 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>
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 "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 <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>
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 Corporate Social Performance: An Assessment Model on an Emerging Market; 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>
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 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 <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>
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>
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 Enhancing Apparel Store Patronage through Retailers' Attributes and Sustainability. A Generational Approach; 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>1.8.2019-31.7.2020</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>
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 How Sustainability Oriented is Generation Z in Retail? A Literature Review; 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>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>
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 "Developing the Romanian Organic Market: A Producer's Perspective" <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>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>
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 "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 <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>
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 impact of consumer green behaviour on green loyalty among retail formats: A Romanian case study" <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 **25.10.2018 – 24.10.2019**
- Name of employer Babeş-Bolyai University Cluj-Napoca
- Type of business or sector Higher Education
- Financing source **UBB AGC34997/25.10.2018 (Internal Grant of the Babes-Bolyai University for supporting employees' competitiveness)**
- 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" <https://sites.google.com/site/drecdancristiandabija/proiect-uefiscdi/ubb-agc3499725-10-2018> Internal University Project financed through the Programme Research-Competitivity-Excellence <https://cercetare.ubbcluj.ro/ro/granturi-pentru-sustinerea-competitivitatii-angajatilor-din-ubb-granturi-de-dezvoltare-profesionala-didactica/>
- Dates **1.10.2015 – 30.9.2017**
- Name of employer Babeş-Bolyai University Cluj-Napoca
- Type of business or sector Higher Education
- Financing source **PNII-RU-TE-2014-4-0312**
- 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" <https://sites.google.com/site/susretailgen/>
- Dates **1.3.2014 – 11.8.2014**
- Name of employer Babeş-Bolyai University Cluj-Napoca
- Type of business or sector Higher Education
- Financing source **POSDRU/87/1.3/S/63909**
- 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	<b>POSDRU/92/3.1/S/56330</b>
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 <b>POSDRU/92/3.1/S/56330</b> „Entrepreneurial Academy based on Knowledge”
Dates	<b>1.4.2011 – 30.6.2011</b>
Name of employer	Babeş-Bolyai University Cluj-Napoca
Type of business or sector	Higher Education
Financing source	<b>POSDRU/104/5.1/G/78225</b>
Department	European Grants
Occupation or position held	Short term expert
Main activities and responsibilities	Marketing and educational expertise within the Project <b>POSDRU/104/5.1/G/78225</b> „Window to employment the labor force with higher education degrees”
Dates	<b>12.12.2011 – 11.5.2012; 21.6.2012 – 20.11.2012; 20.2.2013 – 20.8.2013</b>
Name of employer	Babeş-Bolyai University Cluj-Napoca
Type of business or sector	Higher Education
Financing source	<b>POSDRU/86/1.2/S/59367</b>
Department	European Grants
Occupation or position held	Short term expert
Main activities and responsibilities	Marketing expertise within the project <b>POSDRU/86/1.2/S/59367</b> „Quality assurance in internationalized master programs”
Dates	<b>1.11.2008 – 30.9.2011</b>
Name of employer	Babeş-Bolyai University Cluj-Napoca
Type of business or sector	Higher Education
Financing source	<b>German Academic Exchange Service 322-phi-mie/20.11.2008</b>
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>PNCII 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>PNCII 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 inteligentisc 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</b> – DAAD Sonderprogramm Akademischer Neuaufbau Südosteuropa <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>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 **April 2018**  
 Name of organisation University of Debrecen, Hungary; PhD School; St. Istvan University Gödöllő, Ungaria, PhD School  
 Occupation, activities/responsibilities Invited lecture on *Research Methodology and Academic Writing in Business Administration and Economics*, offered with Prof. Dr. Vasile Dinu, Bucharest University of Economic Studies, Romania and Prof. Dr. Gheorghe Săvoiu, University of Pitești, Romania financed through **EFOP-3.6.3-VEKOP-16-2017-00007 Tehetsegből fiatal kutató – A Jutatói életplayat támogató tevékenységek a felsőoktatásban**
- Dates **22-25.2.2018**  
 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 *Marketing and Sales* with Prof. Dr. Susanne Stark, Bochum University Germany
- Dates **November 2017**  
 Name of organisation Babeş-Bolyai University Cluj-Napoca Romania; Center for Innovation in Teaching and Learning (CIPi) <https://cipi.centre.ubbcluj.ro/index.php/evenimente>  
 Occupation, activities/responsibilities Training on How to Communicate with Generation Z
- Dates **26.9.2017; 28.9.2017**  
 Name of organisation University of Applied Sciences Nürtingen-Geislingen, Germany; Campus Nürtingen; Campus Geislingen  
 Occupation, activities/responsibilities Invited Lecturer: *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*
- Dates **31.7.2017 – 5.8.2017**  
 Name of organisation Babeş-Bolyai University, Faculty of Economics and Business Administration <http://193.231.19.17/tbss/>  
 Occupation, activities/responsibilities International Summer School on Business Administration: Lecturing a course in English on *International Retailing*
- Date **20.6.2017**  
 Name of organisation Hanken School of Economics, Helsinki, Finland  
 Occupation, activities/responsibilities Presenting a Research Seminar on: *A Cross-Generational Perspective on Information Search Behaviour, Sustainability and Green Loyalty in Romanian Retail*
- Date **14.6.2017**  
 Name of organisation Oulu University, Faculty of Economics, Oulu, Finland  
 Occupation, activities/responsibilities Presenting a Research Seminar on *Insights from Romanian Retail: A Cross-Generational Perspective on Information Search Behaviour, Sustainability and Green Loyalty*
- Dates **8.12.2016 – 9.12.2016**  
 Name of organisation Bucharest University of Economic Studies, Business Administration PhD School  
 Financing source **Found for Special Situations approved by the Ministry Order No 5014/2016**, 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, Bistrita 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 **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 Schwenningen-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 Hilfstechneiken“; 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	<b>Since 6.2.2017</b>
Title of qualification awarded	<b>PhD School</b> ; Area: <b>PhD Supervisor in Marketing</b>
Name and type of organization	Babeş-Bolyai University Cluj-Napoca, Faculty of Economics & Business Administration
Level of study international classification	ISCED 9
Dates	<b>4.12.2015</b>
Title of qualification awarded	<b>Habilitation Certificate</b> ; Area: <b>Marketing</b>
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	<b>1.11.2010 – 28.2.2013</b>
Title of qualification awarded	<b>Postdoctoral Studies in Business Administration</b> ; Area: <b>Marketing</b>
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	<b>1.10.2006 – 30.9.2009</b>
Title of qualification awarded	<b>PhD in Marketing</b>
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	<b>1.10.2003 – 30.6.2004</b>
Title of qualification awarded	<b>Master in Business Administration</b> ; Specialization: <b>Marketing Strategies &amp; Policies</b>
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	<b>1.10.1999 – 31.8.2003</b>
Title of qualification awarded	<b>Bachelor in Economics</b> ; Specialization: <b>International Relations</b>
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 – present: 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 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;
- **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#.Vpng\\_VnvIWa](http://www.tandfonline.com/action/journalInformation?show=editorialBoard&journalCode=wglo20#.Vpng_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**

- **December 2020: Award by the Romanian Executive Agency for Higher Education, Research Development and Innovation Funding** PN-III-P1-1.1-PRECISI-2020- 51717 for the article Nemţeanu, S.M., **Dabija, D.C.**, 2020. The Influence of Heavy Work Investment on Job Satisfaction and Turnover Intention in Romania. *Amfiteatru Economic*, 22(Special Issue 14), pp.993-1013. ISSN 1582-9146, e-ISSN 2247-9104. <http://dx.doi.org/10.24818/EA/2020/S14/993> WOS: 000582434500002.
- **October 2020: Award by the Romanian Executive Agency for Higher Education, Research Development and Innovation Funding** PN-III-P1-1.1-PRECISI-2020- 42098 for the article Crişan-Mitra, C., Stanca, L., **Dabija, D.C.**, 2020. Corporate social performance: an assessment model on an emerging market. *Sustainability*, 12(10), 4077. ISSN 2071-1050, eISSN: 2071-1050. <https://doi.org/10.3390/su12104077> WOS: 000543421400135.
- **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 5<sup>th</sup> 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. *Ekonomie 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.
- **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.
- **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.
- **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 1582-9146, e-ISSN 2247-9104, WOS:000344542400003.
- **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/15240/9102>WOS:000356905400001
- **January 2015: Prize for Scientific Research** as a recognition for the outstanding scientific achievements from 2014, Babeș-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 Coșbuc” National College Cluj-Napoca as Head of Promotion with the highest average – 9,93;

**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);  
Prof. **David B. Grant**, PhD, Professor of Logistics, Hull University Business School, Hull, UK, *Distinguished Senior Fellow, Hanken School of Economics, Helsinki, Finland*, [d.grant@hull.ac.uk](mailto:d.grant@hull.ac.uk);  
Prof. h.c. **Johannes Kneifel**, PhD, PhD, General Honorary Consul of the Republic of Mauritius in Germany, [johanneskneifel@t-online.de](mailto:johanneskneifel@t-online.de);

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

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

**ORCID** <https://orcid.org/0000-0002-8265-175X>

Date  
18.6.2021

Prof. (habil.) Dan-Cristian **Dabija**, PhD

