

# **Dr. Răzvan ZAHARIA**

**Professor of Marketing, Bucharest University of Economic Studies**

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- born: August 26, 1964, Bucharest, Romania
- citizenship: Romanian
- civil status: married
- languages: Romanian, French, English, German

## **Education**

- 1993-1996: Doctor in Marketing, Faculty of Commerce, Bucharest University of Economic Studies, Romania
- 1991-1992: Diplome International de Management (equivalent to D.E.S.S. Marketing – M.A. in Marketing), University of Social Sciences Toulouse 1, France
- 1984-1988: Bachelor in Commerce, Faculty of Commerce, Bucharest University of Economic Studies, Romania

## **Professional Experience**

- 2005 to present: Bucharest University of Economic Studies, Romania, Department of Marketing, Professor
- 2000-2005: Bucharest University of Economic Studies, Romania, Department of Marketing, Senior Lecturer
- 1995-2000: Bucharest University of Economic Studies, Romania, Department of Marketing, Lecturer
- 1991-1995: Bucharest University of Economic Studies, Romania, Department of Marketing, Assistant Professor
- 1990-1991: Commerce and Marketing Research Institute “Virgil Madgearu”, Bucharest, Market Analyst
- 1988-1990: UJECOOP Giurgiu, Commercial Department, Sales Representative

## **Other professional activities**

- 1990 to present: author and co-author of more than 30 studies and research in the field of marketing.
- 1991 to present: author and co-author of more than 100 articles and papers in the field of marketing.
- 1994 to present: author and co-author of 18 books in the field of marketing.
- 1997 to present: documentation stages in social marketing, marketing research and sales force management: Toulouse (France), Lisbon (Portugal), Montréal (Canada), Lille (France)
- 2004 to present: Member of the editorial board of the journal „Marketing-Management, studii, cercetări, consulting” (ISSN 1222-9105)
- 2005 to present: Member of the American Marketing Association (AMA)
- 2006 to present: Member of the editorial board of the journal „Revista Română de Marketing” (ISSN 1842-2454)
- 2009 to present: Doctoral Advisor in the field of Marketing

### **Administrative activities**

- 2018 to present: Director of the Doctoral School of Marketing, Bucharest University of Economic Studies, Romania
- 2012-2016: President of the Senate of the Bucharest University of Economic Studies, Romania
- 2012-2016: Member of the Academic Board of AFER (Association of Business and Economics Schools from Romania)
- 2008-2012: Scientific Secretary of the Bucharest University of Economic Studies, Romania
- 2006-2012: Member of the Marketing Commission of the National Council for the Attesting of University Titles, Diplomas and Certificates (CNATDCU), of the Ministry of Education, Research and Innovation.
- 2005-2009: Member of the National Council for Overseas Scholarships (CNBSS), of the Ministry of Education, Research and Innovation.
- 2004 to present: Member of the Senate of the Bucharest University of Economic Studies, Romania
- 2003 to present: Member of the Board of the Faculty of Marketing, Bucharest University of Economic Studies, Romania
- 2004-2008: Head of the Marketing Department, Bucharest University of Economic Studies, Romania
- 2003-2004: Vice-Dean of the Faculty of Marketing, Bucharest University of Economic Studies, Romania
- 2000-2001: Director of the Post-graduate Marketing Course, Bucharest University of Economic Studies, Romania
- 1997-2003: Member of the Board of the Faculty of Commerce, Bucharest University of Economic Studies, Romania

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