



Europass Curriculum Vitae



Personal information

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Nationality Romanian

Gender Female

Work experience

Dates **Since April 2020**

Occupation or position held **Dean of the Business and Tourism Faculty**

Main activities and responsibilities Higher education management
Member of the Faculty Council
Member of the Senate of ASE

Name and address of employer Bucharest University of Economic Studies, 6 Romana Square, 010374 Bucharest, sector 1/ Romania

Type of business or sector Economics Higher Education and Research

Dates **Oct 2019 – April 2020**

Occupation or position held **Director of Tourism and Geography Department**

Main activities and responsibilities Coordination of educational and research activities of the department
Member of the Faculty Council
Member of the Senate of ASE

Name and address of employer Bucharest University of Economic Studies, 6 Romana Square, 010374 Bucharest, sector 1/ Romania

Type of business or sector Economics Higher Education and Research

Dates **Since Sept 2019 (a 4 years mandate)**

Occupation or position held **Member of World Committee on Tourism Ethics**

Main activities and responsibilities Consultancy, analysis, research, meetings participation and involvement

Name and address of employer United Nations World Tourism Organization (UNWTO), Madrid, Spain

Type of business or sector International tourism politics

Dates	2016-2019
Occupation or position held	Professor, PhD., Tourism and Geography Chair, Faculty of Business and Tourism (former Commerce)
Main activities and responsibilities	Member of the Faculty Council Member of the Senate of ASE Coordinator of PhD thesis, coordinator of dissertations for master's programmes; coordinator of dissertations for bachelor degree Evaluation of PhD thesis and research reports Director of „Strategic Hospitality Management” postgraduate program, ASE-EHL Courses and seminars: Business Ethics in Tourism and Commerce, Operation Management in Tourism, Management of Tourism Destinations, Human Resources Management
Name and address of employer	Bucharest University of Economic Studies, 6 Romana Square, 010374 Bucharest, sector 1/ Romania
Type of business or sector	Economics Higher Education and Research

Dates	2012-2016
Occupation or position held	Vice rector for education and lifelong learning
Main activities and responsibilities	Coordinating: <ul style="list-style-type: none"> ➤ Bachelor's programs (full-time/ on campus programs and distance learning programs) ➤ Master's programs (full-time/ on campus programs and part-time programs); ➤ Pedagogical training programs; ➤ Postgraduate professional training programs ➤ Lifelong professional training programs authorized by the National Council for Adult Education and Training (CNFPA); ➤ The organization of Summer schools; ➤ The liaison with pre-university educational institutions; ➤ Academic staff evaluation; ➤ Human resources development for teaching and academic research; ➤ Quality management in higher education; ➤ The organization of competitions for academic staff promotion; ➤ Certificates and Degrees ; ➤ Admission and graduation exams (Bachelor's and Master's graduation exams); ➤ Professional training programs for academic staff (initial training and ongoing training) and educational management. Coordinating the following organizational structures: <ul style="list-style-type: none"> ➤ Quality Management Division ➤ Distance Education Division ➤ General Secretariat: The Office of Academic Records and Transcripts, Rector's Office, Faculty secretariats, University Archives. Overseeing the following programs: <ul style="list-style-type: none"> ➤ Modernizing the educational process, to comply with European and international standards; ➤ Enhancing students' motivation and aspirations ➤ Increasing the efficiency of quality management at educational, research and administrative level.
Name and address of employer	Bucharest University of Economic Studies, 6 Romana Square, 010374 Bucharest, sector 1/ Romania
Type of business or sector	Economics Higher Education and Research

Dates	2008 – 2012
Occupation or position held	Professor, PhD. Head of the Tourism and Geography Department
Main activities and responsibilities	Coordinating the activity of the Tourism and Geography Department, since 2008 Member of the Faculty Council; Member of the Senate of Bucharest University of Economic Studies Coordinator of PhD thesis, coordinator of dissertations for master's programmes; coordinator of dissertations for bachelor degree Evaluation of PhD thesis and research reports Director of „Business in Tourism” online master programme Courses and seminars: Business Ethics in Tourism and Commerce, Operation Management in Tourism, Management of Tourism Destinations, Human Resources Management Consultant / expert in 25 national and international research projects.
Name and address of employer	Bucharest University of Economic Studies, 6 Romana Square, 010374 Bucharest, sector 1/ Romania
Type of business or sector	Economics Higher Education and Research

Dates **2001-2009**
Occupation or position held **Associate professor, PhD.**, Tourism and Services Chair
Main activities and responsibilities Member of the Faculty Council
Courses and seminars: Operation Management in Tourism, Management of Tourism Destinations, Business Ethics in Tourism and Commerce, Tourism Techniques, Ecotourism, Human Resources Management
Coordinator of dissertations for master's programmes; coordinator of dissertations for bachelor degree
Evaluation of PhD thesis and research reports
Name and address of employer Bucharest University of Economic Studies, 6 Romana Square, 010374 Bucharest, sector 1/ Romania
Type of business or sector Economics Higher Education and Research

Dates **1996-2001**
Occupation or position held **Lecturer**, Tourism and Services Chair
Main activities and responsibilities Courses and seminars: Operation Management in Tourism, Management of Tourism Destinations, Business Ethics in Tourism and Commerce, Tourism Techniques, Ecotourism, Human Resources Management
Coordinator of dissertations for bachelor degree
PhD from 2000
Name and address of employer Bucharest University of Economic Studies, 6 Romana Square, 010374 Bucharest, sector 1/ Romania
Type of business or sector Economics Higher Education and Research

Dates **1994-1996**
Occupation or position held **Assistant**, Tourism and Services Chair
Courses and seminars: Tourism Economy, Tourism Management, Tourism Techniques, Human Resources Management, Communication in business
Name and address of employer Bucharest University of Economic Studies, 6 Romana Square, 010374 Bucharest, sector 1/ Romania
Type of business or sector Economics Higher Education and Research

Dates **1992-1994**
Occupation or position held **Scientific Researcher**
Main activities and responsibilities Various studies (coordination and/or cooperation) concerning: evaluation of tourist patrimony in Romanian counties and rural zones, programs for tourism integration, programs for tourism planning and development in various areas etc.
Name and address of employer National Institute for Research & Development in Tourism, Bucharest, Romania
Type of business or sector Tourism Research

Dates **1989-1992**
Occupation or position held **Buying and purchasing manager**
Main activities and responsibilities Negotiations and contracts with suppliers, coordination and control of the company's hotels & restaurants, including classification and authorization, in Maramures county, personnel training for H&R
Name and address of employer UJCPADM Maramures, Baia Mare, Romania
Type of business or sector Commerce and Tourism Business

Education and training

Dates **1995-2000**
Title of qualification awarded PhD.
Principal subjects/occupational skills covered Economic scientific research;
Thesis title: "*Development strategies for Romanian mountain resorts*"
Name and type of organisation providing education and training Bucharest University of Economic Studies, Romania
Level in national or international classification ISCED 6

Dates **1985-1989**
Title of qualification awarded Bachelor of Economic Sciences, specialised in Tourism and Hospitality

Principal subjects/occupational skills covered Management (in commerce, tourism and services) and specific counselling
 Planning and carrying out effective activities in organization, in economical departments: purchasing, sales, auctions, marketing, logistics, dispatch-transport, advertising, public relations, quality (standard-setting, audit, assessing compliance, quality assurance and control)
 Examining the economic field and its connections and drawing up research reports

Name and type of organisation providing education and training Bucharest University of Economic Studies, Faculty of Commerce, Romania

Level in national or international classification ISCED 5

Personal skills and competences

Mother tongue(s) **Romanian**

Other language(s)

Self-assessment

European level (*)

Spanish

French

English

German

Italian

Understanding				Speaking				Writing	
Listening		Reading		Spoken interaction		Spoken production			
C2	Proficient user	C2	Proficient user	C2	Proficient user	C2	Proficient user	C2	Proficient user
C2	Proficient user	C2	Proficient user	C2	Proficient user	C2	Proficient user	C2	Proficient user
C1	Independ.user	C2	Proficient user	C1	Independ.user	C1	Independ.user	C1	Independ.user
B1	Basic user	B1	Independ.user	B1	Basic user	B1	Basic user	B2	Independ.user
B2	Proficient user	B2	Proficient user	B1	Basic user	B1	Basic user	B1	Basic user

(*) Common European Framework of Reference for Languages

Social skills and competences Team work: I coordinated a department, with very good relationship with all my colleagues, and many projects; I developed effective and efficient relationships with all members of research teams I was involved in;
 Sociability, diplomacy and tact, proactive interpersonal communication skills in working both with students in class and colleagues in project teams;
 Intercultural competences and rapid and easy integration in different groups: during each phase of several international research projects.

Organisational skills and competences As Vice Rector and as Director of the Tourism and Geography Department, I had responsibilities in the field of scientific, organisation and coordination work
 I was member of the Organising Committees of five international conferences and I organised many others events in Tourism and Geography Department

Computer skills and competences Competent with most Microsoft Office Programmes and Internet surfing.

Other skills and competences

Member of CNATDCU (National Council for Attesting Titles, Diplomas and Certificates), from 2011
CNRED Expert, Romanian Ministry of Education, from 2012
Member of the PhD thesis examination committees, including international boards (Lund University, Sweden; Messina University, Italy; Montpellier University, France)
Member of the scientific board for several international congresses and symposiums (Romania, Slovenia, Tunisia, Turkey)
Member of the editorial board for three scientific journals
Visiting professor at Paul Verlaine University of Metz, France, Polytechnic University of Cartagena, Spain and IUT Robert Schuman Strasbourg, France
Member of Advisory Board of Competition Council of Romania
Member of Carpathian Tourism Cluster Advisory Board, Romania
Vice President of Romanian Tourism Press Club FIJET (Federation Internationale des Journalistes et Ecrivains de Tourisme)
Member of Transylvanian Spa Tourism Cluster
Counsellor of Romanian Ministry of Tourism and Regional Development, for the brand strategy and Bucharest marketing plan, 2011
„Virgil Madgearu” award, Romanian Academy, 2001, for the book “Human Resources Management” (co-author)
„Excellence in Hospitality Education” award in 2011, Trend Hospitality International Conference, Romania, 2011
Certification in “Integrity standards in higher education” and “Marketing for universities”, 2010-2011 (post grade courses)

Additional information

Publication: Author and co-author of 22 books, over 130 articles and scientific paper-works, 32 grants for national and international research projects (main topics: sustainable and nature based tourism; tourism labor market; tourism marketing etc.)

Relevant projects:

- Coordinator for Romanian partner ASE, international project "Assessment Procedure for Micro and Small Sized Enterprises Successors in Tourism Industry – Best Boss", project no. 2014-1-DE02-KA200-001608, Erasmus+, 2014-2016
- Coordinator for Romanian partner ASE, international project "Guidelines and Training Programme for Corporate Social Responsibility in Tourism Developed by VET and HE Providers for Micro and Small Sized Enterprises - Fair Tourism", project no. 2014-1-UK01-KA000-000057, Erasmus+, 2014-2016
- Project Director POSDRU/156/1.2./G/137442, „Quality and performance in masters programs by integrating business communication skills and sustainability in the knowledge-based society” (“Calitate și performanță în programele de masterat prin integrarea competențelor de comunicare în afaceri și susținabilitate în societatea bazată pe cunoaștere”, 2014-2015
- Project expert in POSDRU/159/1.5/S/134197 și POSDRU/159/1.5/S/142115 - „Performance and excellence in doctoral and postdoctoral research in the field of economic sciences in Romania” (Performanță și excelență în cercetarea doctorală și postdoctorală în domeniul științelor economice din România), 2014-2015
- Project expert in POSDRU/157/1.3/S/135590 - "Universitaria - a university teaching school and advanced scientific research" (Universitaria - școală de didactică universitară și cercetare științifică avansată), 2014-2015
- Coordinator for Romanian partner Bucharest University of Economic Studies, for the international project on „Sustainable and Nature based Tourism IT Course and Handbook”, Project-No. 505550-LLP-1-2009-1-DE-KA3-KA3MP, 2010-2013
- Tourism Expert in: "Strategic tools for employment in the tourism industry" (Instrumente strategice pentru ocupare în industria turismului), POSDRU/82/5.1/S/58276, Asociația PartNET – Parteneriat pentru Dezvoltare Durabilă, 2011-2013
- Tourism Expert in : „Evaluating the reform of the public policy process at the central public administration level” (Evaluarea reformei procesului politicilor publice la nivelul administrației publice centrale), cod SMIS 12124, Operational Program „ Developing Administrative Capacity” (Dezvoltarea Capacității Administrative), Romanian Government General Secretary, 2012
- Expert in: „Developing skills and business support for entrepreneurs in difficulty” (Dezvoltarea competențelor și asistență în afaceri pentru întreprinzători în dificultate), proiect POSDRU /92/3.1/S/61095, 2011-2012
- Project Director for „ Marketing Study Dâmbovița County, Romania” , part of the project „Tourism promotion of Dambovita County Patrimoine”, cod SMIS 18706”, Contract no. 1226/01.03.2011, Regional Operational Program 2007 – 2013, Priority axe 5 – Sustainable development and tourism promotion, Field 5.3 – Promote the tourist potential and create the necessary infrastructure, in order to increase the attractiveness of Romania as a tourist destination
- Tourism Expert for the international project CELCIT (Italia, Spania, Lituania, Romania), LLP program Socrates, Grundwig, 2006-2007 (for the development of an e-learning training course for local tourism agents)

2020 April, Bucharest