

CURRICULUM VITAE



PERSONAL INFORMATION

Name	NEGRUȘA ADINA LETIȚIA
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Nationality	romain
Date of birth	29.06.1973, CLUJ-NAPOCA

WORK EXPERIENCE

Dates (from-to)	01.10.2017 - present
Positon held	Professor
Work place	Babeș – Bolyai University from Cluj Napoca, Faculty of Business
Dates (from-to)	25.02.2008- 01.10.2017
Positon held	Associate Professor
Work place	Babeș – Bolyai University from Cluj Napoca, Faculty of Business
Dates (from-to)	23.02.2004 – 25.02.2008
Positon held	Lecturer
Work place	Babeș – Bolyai University from Cluj Napoca, Faculty of Business
Dates (from –to)	16.09.2002 – 23.02.2004
Positon held	Lecturer
Work place	Bogdan-Vodă University from Cluj Napoca, Faculty of Economic Sciences
Dates (from –to)	01.10.1999 – 16.09.2002
Positon held	Assistant professor
Work place	Technical University from Cluj Napoca, Faculty of Electrotehnics
Dates (from –to)	24.02.1997 – 01.10.1999
Positon held	Junior assistant professor
Work place	Technical University from Cluj Napoca, Faculty of Electrotehnics

EDUCATION AND TRAINING

Dates	22.03.2018
Title of qualification awarded	Habilitation
Name and type of organization providing education and training	IOSUD Academia de Studii Economice Bucuresti
Research domain	Management
Dates (from –to)	01.12.1997 – 29.06.2003
Title of qualification awarded	PhD Student
Name and type of organization providing education and training	West University from Timișoara, Faculty of Economic Sciences
Research domain	PhD degree program - Management (Retrospective and Prospective Analysis of Typicality, Philosophy and Cultural Basis of Japanese Management Style)
Dates (from –to)	1998 – 1999
Title of qualification awarded	Student
Name and type of organization providing education and training	West University from Timișoara, Faculty of Economic Sciences
Subject skills covered	Training program: Pedagogy and psihology for teacher
Dates (from –to)	1996 – 1997
Title of qualification awarded	Student
Name and type of organization providing education and training	West University from Timișoara, Faculty of Economic Sciences
Subject skills covered	Master degree program – Evaluation and financial diagnosis of businesses
Dates (from –to)	1991 – 1996
Title of qualification awarded	Student
Name and type of organization providing education and training	Babeș – Bolyai University from Cluj Napoca, Faculty of Economic Sciences
Subject skills covered	Bachelor degree program – Management

PROFESSIONAL SKILLS AND COMPETENCES

Scientific Title	Doctor
Didactic activity	General Management, International and Cross-cultural Management, Hospitality Management and Hotel Management
Published books and papers	21 books, chapters and studies, 85 scientific papers
Conferences	Over 80 papers presented at conferences
Professional skills	<p>2006 - Diploma for Teaching Excellence, to introduce quality assurance mechanisms and new methods in pedagogy and methodology of teaching at Babes-Bolyai University, Faculty of Business, 11.12.2006 Cluj-Napoca</p> <p>2007 - Diploma of Merit for contribution to the development of Babes-Bolyai University, 21.12.2007</p> <p>2010 – Certificate of Auditor in domeniul calitatii – Total Quality auditor, professional training in Total Quality Management.</p> <p>2016 – Certificate of Language Ability in Business English, LINGUA Centre, Babes-Bolyai University, Faculty of Economics and Business Administration</p> <p>2021 – Certificate of Formator professional training in lifelong learning.</p> <p>ORCID ID : 0000-0002-6164-3822</p> <p>Web of Science Researcher ID AAP-1453-2021 and C-1689-2012</p>
MOTHER TANGUE	ROMANIAN
FOREIGN LANGUEGES	ENGLISH
• Read ability	VERY GOOD
• Writting ability	GOOD
• Speak ability	VERY GOOD
TECHNICAL SKILLS AND COMPETENCES	PC PROFF: WINDOWS, MICROSOFT OFFICE, COREL WORD PERFECT, FOX PRO, SPSS

- Other competences
- International Programmes**
- 1999 – participation in Socrates Program of Electrical Machine, Marketing & Management Department of Technical University of Cluj-Napoca; Study and teaching mobility at Technical University from Chemnitz Germany
 - 2001 – Professional training: “**Certificate of Achievement for participation in the Marketing Management Seminar**” și “**Certificate of Achievement for participation in the Human Resources Seminar**” – Southern Connecticut State University
 - 2002 – participation in International Research Program Globe, subject Features of Romanian leadership
 - 2004 – participation at the international seminar „Patrimoniul industrial: metode de conservare, reutilizare și reintegrare în mediu”(*Industrial Heritage: methods of conservation, reuse and environmental reintegration*) into the Cultural Programme Veneto-North-West Romania, coordinated by Università degli Studi di Padova, in cooperation with West University from Timișoara and „Babeș-Bolyai”University Cluj-Napoca, 4-12 October 2004 Timișoara
 - 2008-2009 and 2009-2010 – coordinator of students teams in **Junior Achievement Romanian** programs: TITAN Business Simulation and Student Company
 - 2010 – Invited professor for **International week** at Dokuz Eylul University, Izmir, Turkey.
 - 2010-2013 – **coordinator** of subproject **SMEs Go Global networks – SMEGoNET of SMART+ Promotion of RTD and SME Innovation Mini-Programme**, Interreg IVC, European Regional Development Fund, partener Cosiliul Judetean Cluj.
 - 2010-2013 – participation in the subproject Innovative and Responsible Tourism Territories – IART Territories of „**SMART+ Promotion of RTD and SME Innovation Mini-Programme**”, Interreg IVC, European Regional Development Fund, partener Cosiliul Judetean Cluj.

Research Projects

- 2000 – participation in Research program supported by Educational Ministry, subject **Organizational culture in Romanian companies**
- 2002-2004 – participation in research program supported by Educational Ministry, subject: **Study of organizational behaviour and improvements of managerial performances**
- 2004-2006 – **director** of research program supported by educational Ministry, subject: **Study regarding the economic faculties graduates’perception about the professional carrier perspectives in Cluj-Napoca**
- 2005-2007 – participating in research program supported by Educational Ministry, subject: **Study regarding the touristic potential of Cluj-Napoca, for identifying its identity in the UE perspective adhesion.**
- 2006-2008 - participating in research program supported by Educational Ministry, subject: **Perception and ethical values of business development at students from Economic Faculty (a culture of business ethics)**
- 2022-2024 – participating in research project supported by Ministry of Research, Innovation and Digitization, CNCS – UEFISCDI, subject: **Together for a circular economy: A collaborative approach between farmers, sellers and consumers to reduce food waste**

National Projects

- 2009-2010 – participation in POSDRU G.5593 „**Asigurarea calitatii programelor de studii universitare prin formarea resursei umane si orientarea spre piata muncii**” – Babes-Bolyai University from Cluj-Napoca
- 2010 – participating in POSDRU no. 4304 “**Convergeneta pregatirii universitare cu viata active**”– Babes-Bolyai University from Cluj-Napoca
- 2012-2014 – long term expert in POSDRU/109/2.1/G/82039 PRACTICA INCEPE - PRogramul cursurilor pentru sTudenti in sCopul Angajatii sau demararii uNei afaCeri Personale
- 2013 – short term expert in Studiu De Piata Pentru Contractul De Executie NR. 13 DPST/20.08.2013 – **Sistem Integrat Autonom Pentru Epurarea Apelor Uzate Menajere Cu Reutilizarea Apei Si A Namolului** – SIERA
- 2015 – short term expert in POSDRU no. 144/6.3/127928 “ **PECAFORM – Promovarea egalitatii de sanse in cariera universitara si academica pentru femeile din Romania**” – Academia Romana, lasi subsidiary
- 2015-2016 – expert – **Analysis of tourism behavior in Cluj-Napoca**, Asociatia Sevus Cluj-Napoca, Project: **Preparing Candidature for European Capital of Culture 2021**
- 2014, 2015, 2016, 2017, 2018, 2019, 2023 – principal coordinator - **Impact Study for Transylvania International Film Festival**, Asociatia TIFF Cluj-Napoca.
- 2020-2021 Project **Elaborarea Strategie Smart City a municipiului Alba Iulia – Strategia de Turism inteligent** , Asociatia Cluj IT
- 2021-2022 Project **Studiu privind impactul social al majorării pragului de aplicare a cotei reduse de TVA 5% pentru locuințe** - principal coordinator - CeCATO, Facultatea de Business

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- Member of the Commission of Economic Sciences and Business Administration CNATDCU structure, 2017-2020
 - External evaluator in ARACIS - The Romanian Agency for Quality Assurance in Higher Education 2016-2021
 - Vicepresident for Cluj-subsiary of SAMRO Romanian Scientific Management Society 2011-2021
 - Member of EURAM – European Academy of Management 2011, 2012, 2013
 - Member of Society for Business Excellence/ Societatea pentru excelenta in Afaceri 2011-2014
 - Member of editorial board for The Romania Journal of business Ethics
 - Scientific member for SCM-ECR annual conference
 - Scientific member of the Organization Board for International Conference on Strategic Innovating Marketing,2nd edition, IC-SIM Praga 2013
 - Scientific member of the Organization Board for International Conference "Science in Technology" (SCinTE 2015), TEI of Athens, Grecia
 - Scientific member of the publication board for Journal Romanian Distribution Comittee Magazine
 - Scientific member of the publication board for Journal Supply Chain Management For an Efficient Consumer Response, SCM 4 ECR
 - Member of Cluj IT Cluster since 2020.
 - Director of Research Centre CeCATO, (research in entrepreneurship, tourism and hospitality) since 2020
 - Editor since 2022 of Springer Proceeding for International Conference Modern Trends in Business, Hospitality and Tourism.