

**PERSONAL  
INFORMATION****Cristina Fleşeriu**✉ [cristina.fleseriu@ubbcluj.ro](mailto:cristina.fleseriu@ubbcluj.ro)**WORK EXPERIENCE**

- March 2023 - prezent **Director for LDL (long distance learning) for the Hospitality Services Department**  
Universitatea "Babeş Bolyai" Cluj-Napoca, Faculty of Business, Cluj-Napoca (Romania)
- Decembrie 2022 - prezent **Expert**  
Cooperation project Erasmus, Project title: Innovating Business Education for Responsible Global Minds (IBE-ReGloMi), Universitatea "Babeş Bolyai" Cluj-Napoca, Faculty of Business, Cluj-Napoca (Romania)
- 2021-present **Associate Professor**  
Universitatea "Babeş Bolyai" Cluj-Napoca, Faculty of Business, Cluj-Napoca (Romania), Disciplines: "Principles of marketing", "Customer relationship management", "Marketing and management simulations", „Sales management", "Researching and developing new products", „Urban tourism"
- March 2020-July 2021 **Expert**  
Romania Secondary Education Project (ROSE): *Partnership for a career in business (PCB)*, Universitatea "Babeş Bolyai" Cluj-Napoca, Faculty of Business, Cluj-Napoca (Romania)
- 2018-2021 **Lecturer**  
Universitatea "Babeş Bolyai" Cluj-Napoca, Faculty of Business, Cluj-Napoca (Romania), Disciplines: "Principles of marketing", "Marketing research", "Customer relationship management", "Marketing and management simulations", „Sales management", „Urban tourism"
- 2014-2018 **Teaching Assistant**  
Universitatea "Babeş Bolyai" Cluj-Napoca, Faculty of Business, Cluj-Napoca (Romania), Disciplines: "Principles of marketing", "Marketing research", "Customer relationship management", "Consumer behavior", "Marketing and management simulations"
- 2009-2014 **Teaching Assistant (affiliate)**  
Universitatea "Babeş Bolyai" Cluj-Napoca, Faculty of Business, Cluj-Napoca (Romania), Disciplines: "Business negotiations", "Principles of marketing", "Marketing research", "Customer relationship management", "Consumer behavior", "Scientific research methodology"
- 2008-2014 **Assistant manager**  
S.C. Kunden Broker de Asigurare SRL, Cluj-Napoca (Romania)  
Translator German – Romanian – German language
- July 2007-October 2007 **Consultant**  
Struktur & Management, Landwehr, Faulhaber & Partner GmbH, Köln (Germany)

Consultant: internship in Turnaround –Management

September 2006-July 2007 **Substitute teacher**

National College „Nicolae Balcescu”, Cluj-Napoca (Romania)

Subject: German language

## EDUCATION AND TRAINING

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October - December **Vocational training program**

2023 Fergus Green Investment SRL.

Improving teaching through the use of modern digital infrastructure such as modern software educational platforms, virtual robots, including knowledge of new teaching pedagogies through the use of information technologies, the Digital HUBB project, PNRR

October 2021-January **Postgraduate program of permanent education and professional development of adults**

2022 University psycho-pedagogy: reconsidering the psycho-educational paradigm for the contemporary generation, 6 ECTS credits, Universitatea Babeş-Bolyai din Cluj-Napoca

February-March 2015 **Trainer**

Ministry of Labor, Family, Social Protection and for the Elderly; The National Authority for Qualifications and the Ministry of National Education (Romania)

Trainer

October 2009 **Doctoral studies**

December 2013 West University of Timișoara, Faculty of Economy and Business Administration, Timișoara (Romania), Marketing field, PhD. topic: "Internalization strategies of international hotel chains"

2009 **Authorization for German Language as Translator and Interpreter**

Ministry of Justice and Citizens' Freedoms, Department for Legal Connected Services, Cluj-Napoca (Romania)

Translator and interpreter, German language

2008-2009 **Master study: Business Administration**

Universitatea Babeş-Bolyai, Cluj-Napoca, Faculty of Business, Cluj-Napoca (Romania), Duration of study: 1 year; Valedictorian; Degree – July 2009, Grade 10

2004-2008 **Bachelor degree: Specialization International Economic Relations, (German)**

Universitatea Babeş-Bolyai, Cluj-Napoca, Faculty of Economics and Business Administration, Cluj-Napoca (Romania), Duration of studies: 4 years; Valedictorian; Degree – July 2008, Grade 10

2005-2008 **Psycho-pedagogical training module**

Universitatea Babeş-Bolyai, Cluj-Napoca, Faculty of Psychology and Education Sciences, Department for Teacher Training (DPPD), Cluj-Napoca (Romania)

psychology, pedagogy, methodology, pedagogical practice

July 2007 **Central – Eastern European Business Administration International Summer School**

Universitatea Babeş–Bolyai, Cluj-Napoca, Faculty of Economic Sciences and Business Administration, Cluj-Napoca (Romania)

2004-2005 **European Computer Driving License**

Universitatea Babeş–Bolyai, Cluj-Napoca, Faculty of Economic Sciences and Business Administration and ECDL România S.A., Cluj-Napoca (Romania)

2003-2004 **German Language Certificate - Deutsches Sprachdiplom, Zweite Stufe, Deutsch als Muttersprache**

Ständige Konferenz der Kulturminister der Länder in der Bundesrepublik Deutschland, (Germany)  
German certificate

1992-2004 **Undergraduate studies**

Colegiul Național „George Coșbuc”, Cluj-Napoca (Romania), Valedictorian, Baccalaureate – June-July 2004

## PERSONAL SKILLS

Mother tongue(s) **Romanian**

Other language(s)	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
German	C2	C2	C2	C2	C2
Deutsches Sprachdiplom, Zweite Stufe, Deutsch als Muttersprache					
English	C1	C1	C1	C1	C1
Spanish	A2	A2	A2	A2	A2

Levels: A1/A2: Basic user - B1/B2: Independent user - C1/C2: Proficient user, [Common European Framework of Reference for Languages](#)

**Reviewer in international editorial teams** FET Conference Juraj Dobrila University of Pula, Faculty of Economics and Tourism “Dr. Mijo Mirković”, starting from 2017, [https://fet.unipu.hr/\\_download/repository/Future\\_World\\_2050\\_-\\_Conference\\_Proceedings.pdf](https://fet.unipu.hr/_download/repository/Future_World_2050_-_Conference_Proceedings.pdf)

IGI Global, starting from 2019, <https://orcid.org/my-orcid>

Sustainability, starting from 2020, <https://www.webofscience.com/wos/author/record/2067529>

**Member in editorial teams and conference organizing committees**

2023: member in the organizing committee of the international conference “Business Strategy: Ukrainian Realities and Convergence Opportunities with the EU”, Kyiv National Economic University Named After Vadym Hetman, Economics and Management Faculty, Ukraine

2022: member in the organizing committee of the international conference “Tourism, Innovations and Entrepreneurship”, Faculty of Economics and Tourism “Dr. Mijo Mirković”, Pula, Croatia, [https://fet.unipu.hr/fet2022/about\\_the\\_conference/program\\_and\\_organizing\\_committee](https://fet.unipu.hr/fet2022/about_the_conference/program_and_organizing_committee)

2020, 2021, 2022: member in the organizing committee of the Scientific conference for students MANAGEMENT: CHALLENGES AND PROSPECTS”, organized by Kyiv National Economic University Named After Vadym Hetman, Economics and Management Faculty, Ukraine

2019: member in the organizing committee of the international conference “Tourism, Innovations and Entrepreneurship”, Faculty of Economics and Tourism “Dr. Mijo Mirković”, Pula, Croatia, [https://fet.unipu.hr/tie2019/about\\_the\\_conference/program\\_and\\_organizing\\_committee](https://fet.unipu.hr/tie2019/about_the_conference/program_and_organizing_committee)

2018: member of the editorial team of the collective volume „Generational impact in the Hospitality Industry”, Risoprint, <https://tbs.ubbcluj.ro/ehi18/Book-EHI18.pdf>

Member of the organizing team of the international conference „Entrepreneurship in the Hospitality Industry”,

Faculty of Business, Universitatea Babeş-Bolyai Cluj-Napoca, (2014, 2016, 2018), <https://tbs.ubbcluj.ro/ehi18/>

#### Awards and honors

2022: Didactic excellence award  
Award for the didactic results, Universitatea Babeş-Bolyai Cluj-Napoca

2008: REHAU - Austria

The "REHAU Romania 2008" National Competition is open to graduates whose bachelor or master theses, written in German or English, were accepted by higher education institutions with very good qualifications in 2007 and 2008. Competition organized by REHAU Polymer GmbH Guntramsdorf bei Wien, Romania Branch in collaboration with the Faculty of Economic Sciences and Business Management of Babeş-Bolyai University Cluj-Napoca, in the period September-December 2008

Prize won: GRAND PRIZE

Title of the paper: "Umstellung der Rechnungslegung auf IFRS - Ein empirischer Vergleich zwischen der Schweiz und Deutschland"

#### Member in projects

Member in Erasmus + project, institutional projects, category structural funds, PROJECT TITLE: Innovating Business Education for Responsible Global Minds (November 2022 – October 2025), Universitatea Babeş-Bolyai Cluj-Napoca, Faculty of Business, Cluj-Napoca (Romania)

Expert in the Romanian secondary education project (ROSE) (March 2020 – July 2021), PROJECT TITLE: Partnership for a career in business (PCB), Universitatea Babeş-Bolyai Cluj-Napoca, Faculty of Business, Cluj-Napoca (Romania)

Member of the organizing team of the "Deutsche Business Akademie" project (2015-2016), program for students, Faculty of Business

Member of the organizing team of the National Olympiad of Economists in Training (May 2014), an event organized under the auspices of the Association of Economic Faculties from Romania (AFER) and which took place at the Business Faculty, Universitatea Babeş-Bolyai Cluj-Napoca

#### Outcomes from activities with students and involvement in student activities and programs

##### Guiding students towards scientific performance:

- Special scholarship for scientific activity 2017-2018 – 1 student;
- Special scholarship for scientific activity 2018-2019 – 1 student.
- Special scholarship for scientific activity 2020-2021 – 1 student.
- Scientific conference for students MANAGEMENT 2020: CHALLENGES AND PROSPECTS" organized by Kyiv National Economic University Named After Vadym Hetman, Economics and Management Faculty, – 1 student.
- Scientific conference for students MANAGEMENT 2021: CHALLENGES AND PROSPECTS", the second edition organized by Kyiv National Economic University Named After Vadym Hetman, Economics and Management Faculty, – 1 student.

##### Involvement in activities and programs for students' personal and professional development:

- member of the Cluj Hospitality Days organizing team – professional and personal development program, organized by the Faculty of Business
- member of the organizing team of the "Hospitality International Summer School", Faculty of Business, Babeş-Bolyai University, Cluj-Napoca, in partnership with the Romanian-American University, Bucharest and the Ştefan cel Mare University, Suceava.

#### Management, analysis, and evaluation experience in research and/or education

Member of the board of the Department of Hospitality Services, Faculty of Business, 2016-2020

Member of the board of the Department of Hospitality Services, Faculty of Business, 2024-2028

#### Communication skills

Ability to conduct presentations in front of an audience, resistance to prolonged intellectual effort, good negotiation skills.

#### Organizational/ managerial skills

Organizational and coordination skills, dynamism and responsibility, promptitude, decision and leadership capability.

Participation at workshops and teamwork:

2008 Mai: Horváth & Partners Management Consultants, Bucharest and Universitatea Babeş-Bolyai, Cluj-

Napoca, Faculty of Economic Sciences and Business Administration, Workshop about the case study „Strategieumsetzung bei der Zulieferer AG”

2007 Mai: Struktur & Management GmbH, Köln; Germany and Universitatea Babeş–Bolyai, Cluj-Napoca, Faculty of Economic Sciences and Business Administration, Workshop regarding the Turnaround – Management strategies, 2-nd place

2006 November: Struktur & Management GmbH, Köln; Germany and Universitatea Babeş–Bolyai, Cluj-Napoca, Faculty of Economic Sciences and Business Administration, Workshop regarding the Turnaround – Management strategies, 3-rd place

**Job related skills** The ability to conduct research on a specific economical topic, the ability to train students in a specific topic (proven by the Trainer certificate gained from the Ministry of Labor)

**Digital competence** Microsoft Office 365 (Word, Excel, Access, PowerPoint)  
International PC Permit ECDL

**Representative research Publications** This is a list with the 10 most representative research publications. Until now I have more than 30 research publications, more than 10 conference presentations and over 200 citations.

To consult the entire portfolio, visit my Google Scholar profile page at <https://scholar.google.com/citations?user=X2-wfrEAAA&hl=en>.

1. Badea, A. Paun, N., **Fleşeriu, C.**, Paun, D., Changing Times: The Impact of Digitalization on the Behavior of Professionals and Their Perception towards Development, Behavior Sciences, 2022, 12(5), 139; <https://doi.org/10.3390/bs12050139>.
2. Savin, G. D., **Fleşeriu, C.**, Batrancea, L. Eye tracking and tourism research: A systematic literature review, Journal of Vacation Marketing, 2021, 28(3), 285-302, <https://doi.org/10.1177%2F13567667211053387>.
3. **Fleşeriu, C.**; Cosma, S.A.; Bocăneţ, V., Values and Planned Behaviour of the Romanian Organic Food Consumer”, Sustainability, 2020, 12(5), 1722, <https://doi.org/10.3390/su12051722>.
4. **Fleşeriu, C.**; Duma, F.S.; Nistor, I.A.; Păun, D., The Sustainability of International Accreditations and Their Impact on Students’ Choices in Selecting the Universities”, Sustainability, 2020, 12(16), 6480, <https://doi.org/10.3390/su12166480>.
5. Cosma, S., Bota, M., **Fleşeriu, C.**, Morgovan, C., Văleanu, M., Cosma, D., Measuring Patients’ Perception and Satisfaction with the Romanian Healthcare System, Sustainability, 2020, 12(4), 1612, <https://doi.org/10.3390/su12041612>.
6. **Fleşeriu, C.**, Cosma, S. A., Bota, M., Cluj-Napoca European Youth Capital: Why to Attend a Major Event, in Innovative Approaches to Tourism and Leisure, ed. Katsoni V., Velandar K., Springer Proceedings in Business and Economics. Springer, Cham, 2018, 89-99, [https://doi.org/10.1007/978-3-319-67603-6\\_6](https://doi.org/10.1007/978-3-319-67603-6_6).
7. Cosma S.-A., Zerva K., Bota M., **Fleşeriu C.**, A Study on the Romanians’ Profile Among Leisure Activities, Amfiteatru Economic, 2018, 20(12), 920-934, <https://doi.org/10.24818/EA/2018/S12/920>.
8. Cosma S.-A., Bota M., **Fleşeriu C.**, Negrusa A.-L., Toader V., Rus R.-V., Some Considerations

Regarding Motivations and Overall Perceptions on Film Festivals, *Amfiteatru Economic*, 2016, 18(10), 929-943, (ISSN: 1582-9146).

9. Cosma S.-A., **Fleșeriu C.**, Bota M., Hotel Chain's Strategic Options to Penetrate the Romanian Market, *Amfiteatru Economic*, 2014, 16(8), 1352 – 1365 (ISSN: 1582-9146).
10. Cosma S., Paun D., Bota M., **Fleșeriu C.**, Innovation – A Useful Tool in the Rural Tourism in Romania, *Procedia – Social and Behavioral Sciences*, 2014, 148, 507-515, <https://doi.org/10.1016/j.sbspro.2014.07.073>.