

Curriculum vitae Europass



Personal information

First Names/Surname

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<https://scholar.google.ro/citations?user=8j1hT4UAAAAJ&hl=en>
<https://www.webofscience.com/wos/author/record/M-9434-2017>
<https://www.scopus.com/authid/detail.uri?authorId=35077044300>
https://www.researchgate.net/profile/Monica_Coros
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<https://www.linkedin.com/in/monica-maria-coros-3453494/>

Nationality

Romanian

Date of Birth

15.06.1979

Sex

F

Experience in management, analysis, and evaluation in research and/or educational activities

Period

March 3rd, 2023 – present

Function or Occupied Position

Vice-Dean

Main Activities and Responsibilities

Portfolio: student relations; internationalization

Employer's Name and Address

Universitatea Babeș-Bolyai din Cluj-Napoca, Faculty of Business, Horea Str, No 7, 400174 Cluj-Napoca, Romania

Type of Activity or Sector of Activity

Academic/Higher Education

- member of the *Council of the Faculty of Business*, 2012-2016; 2020-2024; 2024-present
- member of the *Council of the Hospitality Services Department*, 2016-2020;

Professional experience

Period

February 24th, 2020 – present

Function or Occupied Position

Associate Professor, PhD

Main Activities and Responsibilities

Lectures of: Travel Agency Management (bachelor level, Romanian and English lines), International Tourism Operations (bachelor level, Romanian and English lines), Tourism Resources' Management (bachelor level, Romanian and English lines), Entrepreneurship and Entrepreneurship in the Hospitality Industry (bachelor level, Romanian line, Bistrița extension and English line), Tourism Heritage Valorization (bachelor level, Romanian and English lines), International Management (master level, English line), Cultural Tourism (master level, English line), Organizational Behavior (master level, Romanian line)

Seminars of: Travel Agency Management (bachelor level, Romanian and English lines), International Tourism Operations (bachelor level, English lines), Tourism Resources' Management (bachelor level, Romanian and English lines), Entrepreneurship and Entrepreneurship in the

	Hospitality Industry (bachelor level, Romanian line, Bistrița extension, and English line), International Management (master level, English line), Cultural Tourism (master level, English line), Organizational Behavior (master level, Romanian line)
Employer's Name and Address	Universitatea Babeș-Bolyai din Cluj-Napoca, Faculty of Business, Horea Str, No 7, 400174 Cluj-Napoca, Romania
Type of Activity or Sector of Activity	Academic/Higher Education
Period	October 23 rd – December 8 th , 2023
Function or Occupied Position	Lecturer , member of the Erasmus+ Blended Intensive Program implementation team, <i>Event Management Autumn School</i> , involving the participation of 30 students from Babeș-Bolyai University; EPHEC, Bruxelles; ICD Business School, Toulouse; and University of Szeged; responsible/coordinator Prof. Habil. Adina Letiția Negrușă, PhD
Main Activities and Responsibilities	Teaching, coaching, evaluating, and organizing activities during the Erasmus+ BIP program
Employer's Name and Address	Universitatea Babeș-Bolyai din Cluj-Napoca, Faculty of Business, Horea Str, No 7, 400174 Cluj-Napoca, Romania
Type of Activity or Sector of Activity	Academic/Higher Education
Period	November 1 st , 2022 – September 30 th , 2023
Function or Occupied Position	Lecturer/Trainer – Human Resources module
Main Activities and Responsibilities	Courses of: Performance Management
Employer's Name and Address	Universitatea Babeș-Bolyai din Cluj-Napoca, within the EU-financed project POCA/831/1/2/140086 Transparency and Competency in the Public Sector/Transparență și competență în sectorul public
Type of Activity or Sector of Activity	Adult Education
Period	May 8 th -12 th , 2023
Function or Occupied Position	Visiting Lecturer, PhD (Erasmus+ program)
Main Activities and Responsibilities	Lecture and seminar of <i>Sustainable Tourism and the SDGs (Sustainable Rural Tourism, Sustainable Development Goals, Rural Destinations, Cultural Tourism)</i> (8 hours of teaching activities)
Employer's Name and Address	Lusophone University of Humanities and Technologies, Lisbon, Portugal
Type of Activity or Sector of Activity	Academic/Higher Education
Period	March 1 st – 31 st , 2023, with a physical mobility between March 4 th – 11 th , 2023
Function or Occupied Position	Responsible/Coordinator of the Erasmus+ Blended Intensive Program, <i>Rural Sustainable Tourism in Transylvania Spring School</i> , implemented by the Faculty of Business, in partnership with Universidade Lusófona - Centro Universitário de Lisboa și cu Università degli Studi di Roma Tor Vergata, involving the participation of 33 Romanian and international students
Main Activities and Responsibilities	Teaching, coaching, evaluating, and organizing activities during the Erasmus+ BIP program
Employer's Name and Address	Universitatea Babeș-Bolyai din Cluj-Napoca, Faculty of Business, Horea Str, No 7, 400174 Cluj-Napoca, Romania
Type of Activity or Sector of Activity	Academic/Higher Education
Period	May-June 2022
Function or Occupied Position	Lecturer/Trainer (with individual labor contract)
Main Activities and Responsibilities	Course of <i>Project Manager</i>
Employer's Name and Address	Comargo Business School, Cluj-Napoca, România
Type of Activity or Sector of Activity	Adult Education
Period	May 18 th -25 th , 2022
Function or Occupied Position	Visiting Lecturer, PhD (Erasmus+ program)
Main Activities and Responsibilities	Lecture and seminar of <i>Doing Business in Romania. International Management</i> (8 hours of teaching activities)
Employer's Name and Address	International University of Sarajevo, Bosnia & Herzegovina
Type of Activity or Sector of Activity	Academic/Higher Education

Period	February 19 th -23 rd , 2018
Function or Occupied Position	Visiting Lecturer, PhD (Erasmus program)
Main Activities and Responsibilities	Lecture and seminar of <i>Digital Marketing in the Hospitality Industry</i> (8 hours of teaching activities)
Employer's Name and Address	FH Vorarlberg University of Applied Sciences, Dornbirn, Austria
Type of Activity or Sector of Activity	Academic/Higher Education
Period	January 30 th -July 31 st , 2017
Function or Occupied Position	Associate Lecturer, PhD (with individual labor contract)
Main Activities and Responsibilities	Lectures and seminars of <i>Tourism Industry</i> (22 teaching hours of lectures and seminars, January 30 th -February 3 rd , 2017), within the <i>Excellence in Pedagogy Module, Master Grande École 2016-2017</i> .
Employer's Name and Address	Burgundy School of Business, Dijon, France
Type of Activity or Sector of Activity	Academic/Higher Education
Period	October 3 rd , 2016 – February 23 rd , 2020
Function or Occupied Position	Lecturer, PhD
Main Activities and Responsibilities	Lectures of Travel Agency Management (bachelor level, Romanian and English lines), International Tourism Operations (bachelor level, Romanian and English lines), Entrepreneurship (bachelor level, Romanian line, Bistrița extension and English line), Intercultural Behavior in Hospitality (bachelor level, English line), Purchasing Management in Hospitality (master level, Romanian line), Cultural Tourism (master level, English line) Seminars of General Management (bachelor level, Romanian and English lines), Travel Agency Management (bachelor level, Romanian and English lines), International Tourism Operations (bachelor level, Romanian and English lines), Entrepreneurship (bachelor level, Romanian line, Bistrița extension and English line), Intercultural Behavior in Hospitality (bachelor level, English line), Purchasing Management in Hospitality (master level, Romanian line), Cultural Tourism (master level, English line) responsible of internships in the field of Management (student placement, coordination, and evaluation)
Employer's Name and Address	Universitatea Babeș-Bolyai din Cluj-Napoca, Faculty of Business, Horea Str, No 7, 400174 Cluj-Napoca, Romania
Type of Activity or Sector of Activity	Academic/Higher Education
Period	October 23 rd , 2015 – November 12 th , 2015
Function or Occupied Position	Lecturer (short term expert) within a project financed by the EU (POSDRU/144/6.3/S/127928 PECAFROM – Promovarea egalității de șanse în cariera universitară și academică pentru femeile din România)
Main Activities and Responsibilities	Lectures Project Manager course (lectures and evaluation)
Employer's Name and Address	Academia Română Filiala Iași & Universitatea Apollonia from Iași, Str. Păcurari nr. 11, Iași, România; Tel: 0332-882.494
Type of Activity or Sector of Activity	Adult education
Period	April 21 st , 2015 – October 20 th , 2015
Function or Occupied Position	Lecturer (short term expert) within a project financed by the EU (POSDRU/178/3.1/150300 NewBiz – Dezvoltarea spiritului antreprenorial și a competențelor manageriale pentru a genera un număr crescut de afaceri)
Main Activities and Responsibilities	Lectures of Entrepreneurship and Business Plan Writing
Employer's Name and Address	PROIS-NV from Cluj-Napoca and the Academy of Economic Sciences, Bucharest
Type of Activity or Sector of Activity	Adult education
Period	May 2014
Function or Occupied Position	Associate Lecturer, PhD (with individual labor contract)
Main Activities and Responsibilities	lectures and seminars of <i>Tourism Management</i> (15 teaching hours of lectures and seminars)
Employer's Name and Address	École de Management de Normandie, Le Havre, France

Type of Activity or Sector of Activity	Academic/Higher Education
Period	February 2011 – September 2011
Function or Occupied Position	Internship responsible (Type C Expert) within a project financed by the EU (POSDRU „Convergența pregătirii universitare cu viața activă”, academic/higher education)
Main Activities and Responsibilities	Coordinator of the activities carried out by the students of the Faculty of Business within the simulated enterprise <i>World Wide Travel School</i> travel agency and their evaluation
Employer's Name and Address	Universitatea Babeș-Bolyai din Cluj-Napoca, Faculty of Business, Horea Str, No 7, 400174 Cluj-Napoca, Romania
Type of Activity or Sector of Activity	European project for the development of human resources, academic/higher education
Period	February 2010 – September 2010
Function or Occupied Position	Internship responsible within a project financed by the EU (POSDRU „Convergența pregătirii universitare cu viața activă”, academic/higher education)
Main Activities and Responsibilities	Establishment of relations with private enterprises, coordination of the activities carried out by the students of the Faculty of Business within the partner institutions and the evaluation of the students involved
Employer's Name and Address	Universitatea Babeș-Bolyai din Cluj-Napoca, Faculty of Business, Horea Str, No 7, 400174 Cluj-Napoca, Romania
Type of Activity or Sector of Activity	European project for the development of human resources, academic/higher education
Period	June 2009 – February 2013
Function or Occupied Position	Economist
Main Activities and Responsibilities	Distribution of economic software and client support
Employer's Name and Address	SC PMP SRL, 14 N. Paskaly St., Cluj-Napoca, Romania
Type of Activity or Sector of Activity	Distribution of economic software and client support
Period	September 29 th , 2008 – October 2 nd , 2016
Function or Occupied Position	Assistant Lecturer, PhD
Main Activities and Responsibilities	Seminars of: General Management (bachelor level, Romanian and English lines), Hospitality Services' Management (bachelor level, Romanian line), Travel Agency Management (bachelor level, Romanian and English lines), International Tourism Operations (bachelor level, Romanian and English lines), Ecotourism (bachelor level, Romanian line), Entrepreneurship (bachelor level, Romanian line, Bistrița extension and English line), Human Resource Management (bachelor level, Romanian line), Leadership (bachelor level, Romanian line), Marketing (bachelor level, Romanian line) Lectures of: Travel Agency Management (bachelor level, Romanian and English lines), International Tourism Operations (bachelor level, Romanian and English lines), Entrepreneurship (bachelor level, Romanian line, Bistrița extension and English line) Responsible of internships in the field of Management (student placement, coordination, and evaluation)
Employer's Name and Address	Universitatea Babeș-Bolyai din Cluj-Napoca, Faculty of Business, Horea Str, No 7, 400174 Cluj-Napoca, Romania
Type of Activity or Sector of Activity	Academic/Higher Education
Period	January 2008 – September 2008
Function or Occupied Position	Economist
Main Activities and Responsibilities	Distribution of economic software and client support
Employer's Name and Address	SC PMP SRL, 14 N. Paskaly St., Cluj-Napoca, Romania
Type of Activity or Sector of Activity	Distribution of economic software and client support
Period	February 2007 – January 2008
Function or Occupied Position	Economist counselor in management
Main Activities and Responsibilities	Activity organizing, coordination of the sales force and of the consultants, distribution of economic software and client support

Employer's Name and Address	SC A&C Expert SRL, Cluj-Napoca, Romania
Type of Activity or Sector of Activity	Distribution of economic software and client support
Education	
Period	October 1 st , 2006 – January 13 th , 2014
Qualification/obtained license	Doctor in Management – Thesis entitled <i>The Management of Tourism Demand and Supply (Transylvania's Case)</i>
Studied topics/professional competencies received	General Management, Strategic Management, Logistic Management, Management of Tourism and Management of Hospitality Services, Economic Integration and Globalization, Marketing of Services, Scientific Research Methods
Name and type of educational institution	Universitatea Babeş-Bolyai din Cluj-Napoca, Faculty of Economics and Business Administration, Management Department
National and international level of classification	Postgraduate studies
Period	October 2005 – June 2006
Qualification/obtained license	Master in Business Administration
Studied topics/professional competencies received	Strategic Management, Human Resource Management, Financial Markets, Risk Management, Accounting of Patrimonial Changes, Insurances and Reinsurances, Electronic Commerce
Name and type of educational institution	Universitatea Babeş-Bolyai din Cluj-Napoca, Faculty of Business
National and international level of classification	Graduate studies
Period	October 2001 – June 2005
Qualification/obtained license	Economist
Studied topics/professional competencies received	Business Management, Psychology, Human Resource Management, Basics of Marketing, Marketing Research, Marketing of Services, Strategic Management, Microeconomics, Macroeconomics, Mathematics, Statistics, Information Technology, Business Law, Public Finances, Enterprise Finances, Basics of Accounting, Financial Accounting, Balance Sheet, Audit and Financial Control, Financial Markets, Financial Portfolio Management, Electronic Commerce, Insurances, Business Evaluation, Business Communication in Foreign Management (English and French)
Name and type of educational institution	Universitatea Babeş-Bolyai din Cluj-Napoca, Faculty of Business, Business Department
National and international level of classification	Higher education studies
Period	October 2001 – June 2005
Qualification/obtained license	Communication and Public Relations Specialist
Studied topics/professional competencies received	Introduction into Communication and Public Relations, Introduction into Political Sciences, Introduction into Social Research Methods and Techniques, Logics and Theory of Argumentation, Constitutional Law, Language and Communication, Semiotics, Communication and Public Relations, The Spokesperson's Institution, Political Communication, Negotiation Techniques, Crises' Management, Verbal and Nonverbal Communication, Ethics of Public Relations, Social Psychology, Media Communication, Specialized Foreign Language for Communication and Public Relations (English), Scientific Research Methods
Name and type of educational institution	Universitatea Babeş-Bolyai din Cluj-Napoca, Faculty of Political And Administrative Sciences, Communication and Public Relations Department
National and international level of classification	Higher education studies
Period	1995-1999
Qualification/obtained license	Baccalaureate
Studied topics/professional competencies received	Bilingual Mathematics and Physics Specialization (intensive study of English language)
Name and type of educational institution	Liceul Teoretic Gheorghe Şincai, Cluj-Napoca

National and international level of classification Undergraduate studies

Personal skills and competencies

Mother tongue Romanian language

Known foreign languages

Self-assessment

European Level (*)

English

German

French

Understanding				Speaking				Writing	
Listening		Reading		Conversation		Oral discourse		Writing	
C2	experienced user	C2	experienced user	C2	experienced user	C2	experienced user	C2	experienced user
C1	advanced user	C1	advanced user	C1	advanced user	C1	advanced user	C1	advanced user
B2	independent user	B2	independent user	B2	independent user	B2	independent user	B2	independent user

(*) [Common European Framework of Reference for Languages](#)

Certificates of Foreign Languages

- **Ministerul Culturii și Cultelor – Certificat de Traducător – limba engleză, domeniul Științe Economice**, București, 20 ianuarie 2010
- **Chambre de Commerce de d'Industrie de Paris – Diplôme de français des affaires, 1^{er} degré**, mention Bien, Paris, 10 octombrie 2003
- **Cambridge Certificate in Advanced English (CAE)**, grade A (very good), București, iunie 1998
- **Goethe Institut Zeugnis Zentrale Mittelstufenprüfungen**, Gesamtnote Befriedigend, București, 10 iunie 1997
- **Ministerul Educației Naționale – Atestat profesional – interpret cu studii medii (limba engleză)**, Cluj-Napoca, 25 mai 2000

Professional certification

- **Universitatea Babeș-Bolyai – Professional Development of Adults, Psycho-pedagogy Specialization: Knowledge Transfer Methods Adapted to Generation Z** (teaching language: Romanian, full-time program, 6 ECTS credits, post-graduate education, with a duration of 150 hours of teaching activities and individual preparation, of which 60 hours of teaching activities, May 2022 graduation, program registered by the National Registry of Postgraduate Programs/Registrul Național al Programelor Postuniversitare (RNPP) at position 329, certification obtained within the project **Antreprenor UBB**, POCU/379/6/21/124662)
- **Ministerul Muncii și Protecției Sociale and Ministerul Educației Naționale – Certificat de absolvire: Formator (COR 242401)**, course organized by Structural Eurotraining SRL, București, 18 august 2020
- **Ministerul Educației și Cercetării – Certificat de absolvire: Modulul pedagogic**, Universitatea Babeș-Bolyai din Cluj-Napoca, Departamentul pentru Pregătirea Personalului Didactic, Cluj-Napoca, 4 februarie 2010

Member of professional associations

- *Founding member of CeCATO (Centrul de Cercetare și Antreprenariat în Turism și Ospitalitate) / CRETH (Centre for Research and Entrepreneurship in Tourism and Hospitality)*, since 2021;
- member of *CACTUS – The Academic Association of Research in Tourism and Services* – national association, since 2019;
- member of *SAMRO – The Academic Society of Management, from Romania* – national association, since 2017;
- member of the *Association of the Romanian Tourism Writers and Journalists (Asociația Scriitorilor și Jurnaliștilor de Turism din România (AJTR))* – national association, since 2016;
- member of *Balkan Environmental Association (B.EN.A.)* – international association, since 2016;
- founding member of *Transylvania Business School Association* – national association, since 2010;

Editorial Activity

- **Negrușa Adina Letiția, & Coroș Monica Maria (2023), Remodelling Businesses for Sustainable Development. 2nd International Conference Modern Trends in Business, Hospitality, and Tourism**, May 12th-14th, 2022, Cluj-Napoca, Springer (Springer Proceedings in Business and Economics), Cham, Switzerland, ISSN: 2198-7246; eISSN: 2198-7254; ISBN: 978-3-031-19655-3; eBook ISBN: 978-3-031-19656-0, <https://doi.org/10.1007/978-3-031-19656-0>. (WoS, Scopus)

Reviewer of international and national editorial boards

Member of international and national editorial boards and of academic conferences organizing committees and boards

- Gavriletea Marius Dan, & **Coroș Monica Maria (editors)** (2021), *Book of Abstracts and Proceedings of the International Conference Modern Trends in Business, Hospitality, and Tourism*, May 13th-14th, 2021, Cluj-Napoca, Presa Universitară Clujeană, Cluj-Napoca, http://editura.ubbcluj.ro/www/ro/ebooks/authors_d.php?id=1922, ISBN 978-606-37-1186-2.
- *Sustainability*, MDPI Journal, journal indexed ISI Web of Knowledge since 2019, ISSN 2071-1050, <https://www.mdpi.com/journal/sustainability>;
- *Economic Insights - Trends and Challenges*, since 2021, <https://upg-bulletin-se.ro/>;
- *Revista de Turism. Studii și Cercetări în Turism*, since 2014, ISSN: 1844-2994; <http://revistadeturism.ro/rdt/about/editorialTeam>;
- *International Journal of Business and Management*, since 2015, ISSN 1833-3850 (Print), ISSN 1833-8119 (Online); <http://ccsenet.org/journal/index.php/ijbm/about/editorialTeam>;
- *International Journal of Business Research*, since 2015, ISSN 1913-9004 (Print), ISSN 1913-9012 (Online); <http://www.ccsenet.org/journal/index.php/ibr/article/view/58494>;
- *International Journal of Marketing Studies*, since 2015, ISSN 1918-719X (Print), ISSN 1918-7203 (Online); <http://www.ccsenet.org/journal/index.php/ijms/about/editorialTeam>.
- conference chair and secretary of the international conference Modern Trends in Business, Hospitality, and Tourism (1st edition: *Challenges in Overcoming Current and Future Crises*; 2nd edition: *Remodelling Businesses for Sustainable Development*; 3rd edition: *Sustainable Business Approaches and Challenges in Times of Crisis*; 4th edition: *Sustainable and Resilient Businesses in the Global Economy*)
- secretary of the journal *Studia Universitatis Babeș-Bolyai. Negotia*, ISSN 1918-719X (Print), ISSN 1918-7203 (Online), <http://studia.ubbcluj.ro/serii/negotia/>.
- reviewer – Sustainability, Geosciences, IJEPRH
- editorial board member of *International Journal of Business and Management*, since 2015, ISSN 1833-3850 (Print), ISSN 1833-8119 (Online); <http://ccsenet.org/journal/index.php/ijbm/about/editorialTeam>;
- editorial board member of *International Journal of Business Research*, since 2015, ISSN 1913-9004 (Print), ISSN 1913-9012 (Online); <http://www.ccsenet.org/journal/index.php/ibr/article/view/58494>;
- editorial board member of *International Journal of Marketing Studies*, since 2015, ISSN 1918-719X (Print), ISSN 1918-7203 (Online); <http://www.ccsenet.org/journal/index.php/ijms/about/editorialTeam>;
- member in the organizing committee of the international conference Entrepreneurship in the Hospitality Industry (2010, 2012, 2014, and 2016 editions).
- member in the organizing board of the international conference Small and Medium Sized Enterprises in a Globalized World (2017 edition).

Awards

- *National award, Virgil Madgearu Award* granted by the **Romanian Academy**, December 15, 2017 – for the volume *Managementul cererii și ofertei turistice (The Management of Tourist Demand and Supply)*, Editura C.H. Beck, București, 2015 (unique author).
- *National award, Gaudeamus Award*, granted within the 2017 edition of the Awards Gala organized by the **Romanian Tourism Journalists' Association** (Gala Premiilor AJTR, Asociația Jurnaliștilor și Scriitorilor de Turism din România (AJTR)), 2017 (unique author).
- *National award, Academic Excellence for Teaching Activity*, UBB, 2017.
- *National award, Professor Bologna*, The National alliance of Students' Organizations from Romania (Alianța Națională a Organizațiilor Studentești din România (ANOSR)), 2017.
- *National award, Academic Research Excellency*, UBB, 2016.
- *International award, 2nd Prize for Poster S3P30* (award obtained together with Adina Letiția Negrușă and Andrada-Ioana Popa), granted by the Balkan Environmental Association (B.EN.A.), 2017.
- *National award*, award granted within the competition for teaching materials "Competiția calității în tehnologia ID" for the teaching book elaborated with Adina Letiția Negrușă for the distance-learning course *Travel Agency Management*, BBU, 2018.
- *National award*, award granted within the competition for teaching materials "Competiția calității în tehnologia ID" for the teaching book elaborated with Adina Letiția Negrușă for the distance-learning course *The Management of Hospitality Services*, BBU, 2017.
- *International award, 3rd Award for The Best Presenting Poster*, Section 6 (award obtained together with Adina Letiția Negrușă and Andrada-Ioana Popa), granted by the Balkan Environmental Association (B.EN.A.), 2016.

- *National award*, award granted within the competition for teaching materials “Competiția calității în tehnologia ID” for the teaching book elaborated with Adina Letiția Negrusa for the distance-learning course *International Tourism Operations*, BBU, 2016.
- *National award*, award granted within the competition for teaching materials “Competiția calității în tehnologia ID” for the teaching book elaborated with Adina Letiția Negrusa for the distance-learning course *General Management*, BBU, 2016.
- *National award*, *Scientific Research Award*, Nr. 21906/07.12.2010, UBB, 2010.

Other Awards and Distinctions:

- *International award*, *REHAU Award*, REHAU Unlimited Polymer Solutions, 2006.
 - *National award*, *Performance in Students' Academic Research*, UBB, 2005.
 - *National award*, 3rd Prize in the “Business and Tourism” Program, Junior Achievement România, 2006.
 - *International award*, *Le Mot D'Or*, 1st Prize, category 4th year students, AUF, 2005.
 - *National award*, 3rd Prize, Advertising Mini-Festival, BBU, 2004.
 - *International award*, *1000 Jahre Österreich/1000 Years Austria*, Der Bundesminister für auswärtige Angelegenheiten der Republik Österreich, 1996.
- Member of research teams and of other types of projects**
- target group member within the project with EU financing POSDRU (Sept. 2011-May 2012) *Blended Learning – Modulul Practica profesională a studenților*, Universitatea Babeș-Bolyai din Cluj-Napoca și Universitatea București
 - target group member within the project with EU financing POSDRU (March 2010-May 2012) *IISOC – Întărirea Învățământului Superior Orientat spre Competențe*, Universitatea Babeș-Bolyai din Cluj-Napoca.
 - expert within the project with EU financing POSDRU (Febr. – Sept. 2011) *Convergența pregătirii universitare cu viața activă*, Universitatea Babeș-Bolyai din Cluj-Napoca.
 - internship responsible within the project with EU financing POSDRU (Febr. – Sept. 2010) *Convergența pregătirii universitare cu viața activă*, Universitatea Babeș-Bolyai din Cluj-Napoca.
 - team member of the CNCSIS Grant AT topic 4, cod CNCSIS 82, entitled *Studiu privind potențialul turistic al municipiului Cluj-Napoca în vederea conturării identității sale în perspectiva aderării României la Uniunea Europeană*, Project manager Assoc. Prof. PhD Smaranda Adina COSMA, 2005-2007.

Results of the activities with students and involvement in activities and programs for students

Coordination of students towards academic performance:

- *Student Special Scholarship for Scientific Research 2023-2024* – Csenge-Narcis Kovacs;
- *Student Special Scholarship for Scientific Research 2021-2022* – Denisa-Natalia Hampu;
- *Student Performance in Scientific Research 2017-2018* – Andrada-Ioana Popa;
- *Student Performance in Scientific Research 2016-2017* – Adeline-Cristina Cozma;
- *Student Performance in Scientific Research 2015-2016* – Vincent Doaré;
- *Student Performance in Scientific Research 2014-2015* – Roua-Diana Micu (Tăușan);
- *Student Performance in Scientific Research 2013-2014* – Luminița Cojocă;
- *Junior Achievement Romania – Company of the Year 2020* – participation at the national final competition, București – Cristian Iorga and Emilia Simulescu, Boundless Horizon
- *Junior Achievement Romania – Company of the Year 2020* – participation at the initial phase – Sergiu Petru Corbu and Ioana-Raluca Tușa, ReFresh
- *Junior Achievement Romania – Company of the Year 2020* – participation at the initial phase – Tatiana Aftene, Călăraș Alexandrina, and Sirghi Sanda, Eating ZeroWaste
- *Junior Achievement Romania – Company of the Year 2016* – participation at the national final competition, București – Alexandru Mercea-Abrudan, Horațiu Buzgău, Ionuț Cărdan și Alex Hârpean (coordination of a multidisciplinary team (2 students from the Faculty of Physics, one from Transylvania Business School and one from the Medicine and Pharmacy University of Cluj);
- *Junior Achievement Romania – Company of the Year 2015* – participation at the national competition – Adeline-Cristina Cozma și Silviu Ilnatiuc;
- *Junior Achievement Romania – Company of the Year 2014* – participation at the national final competition, București – Andrei Boicu;
- *Junior Achievement Romania – Company of the Year 2011* – National Award for the Best Product, București – Cristina Rodica Dulău și Gabriel Dan Pușcaș;
- participation at the Olympics of Economist Students/ Olimpiada Națională a Economiștilor în Formare (ONEF), Business Administration Section, Sibiu, May 2021, Cluj-Napoca – Denisa-Natalia Hampu;

- participation at the Olympics of Economist Students, Business Administration Section, June 2017, Suceava – Adeline-Cristina Cozma and Andrada-Ioana Popa;
- 2nd Prize at the Olympics of Economist Students, Business Administration Section, May 2014, Cluj-Napoca – Luminița Cojocea;
- participation at the Olympics of Economist Students, Business Administration Section, May 2014, Cluj-Napoca – Iulia Cișmaș;
- participation at the Olympics of Economist Students, Business Administration Section, May 2010, Galați – Bogdana-Vasilica Candale;
- coordination of students to attend scientific conferences for students;
- coordination of over 120 bachelor papers and dissertations.

Involvement in activities and programs of personal and professional development for students:

- member of the development and implementation team of the Erasmus + BIP (Blended Intensive Program) *Event Management* – Autumn School, together with EPHEC (Bruxelles, Belgium), ICD Business School (Toulouse, France), and University of Szeged (Szeged, Hungary), October 23rd-December 8th, 2023, with online activities prior and after the physical mobility (November 6th-10th, 2023), involving 24 students from the partner universities and 9 from the Faculty of Business.
- coordinator/responsible of the development and implementation team of the Erasmus + BIP (Blended Intensive Program) *Rural Sustainable Tourism in Transylvania* – Spring School, together with Lusophone University of Humanities and Technologies (Lisbon, Portugal), and University of Rome, "Tor Vergata" (Rome, Italy), March 1st-31st, 2023, with online activities prior and after the physical mobility (March 4th-11th, 2023), involving 25 students from the partner universities and 8 from the Faculty of Business.
- coordination of the international online Seminar, *European Virtual Venture*, organized with ITIN/ITESCIA Cergy-Paris (8 editions in the 2009-2015 time-span);
- organization of *Cluj Hospitality Days* – May 2013 edition, at Sălcium, Alba County; April 2016 edition, at Cavnic, Maramureș County; May 2017 edition, at Vișeu de Sus, Maramureș County;
- active involvement in the *Hospitality Club*;
- active involvement in the *Entrepreneurship Club*.

Institutional Projects

- project manager, *Competitiveness Support Grant*, implementation period Oct. 1st, 2019-Sept. 30th, 2020, national project under the category of *Research-Competitiveness-Excellency Support Grant Programs* granted by UBB Cluj, Contract No: AGC33806/30.09.2019, total value: 1.182 lei;
- project manager, *Competitiveness Support Grant*, implementation period Oct. 1st, 2019-Sept. 30th, 2020, national project under the category of *Research-Competitiveness-Excellency Support Grant Programs* granted by UBB Cluj, Contract No: AGC33805/30.09.2019, total value: 472 lei;
- project manager, *Competitiveness Support Grant*, implementation period Dec. 20th, 2018-Dec. 19th, 2020, national project under the category of *Research-Competitiveness-Excellency Support Grant Programs* granted by UBB Cluj, Contract No: AGD36327/20.12.2018, total: 2.330 lei.

Activities for institutional development

- intervention *Digital Marketing in Romanian Hospitality*, within the *Conference on Legal Aspects of the Digital Economy*, November 21st, 2018, Aula Magna, Babeș-Bolyai University of Cluj-Napoca, organized by the Faculty of Law in partnership with the Austrian Embassy at Bucarest;
- **coordinator of the Google Digital Hub**, opened by Google Ireland within Babeș-Bolyai University (project initiated in April 2017);
- responsible-partner of Junior Achievement Romania for the implementation of the for the European project **HEInnovate (Universitatea Antreprenorială)** program between October 1st, 2016-July 31st, 2018;
- **responsible of Babeș-Bolyai University of the cooperation with Junior Achievement Romania** (since October 2016);
- intervention *Entrepreneurial Skills and Higher Education*, at the launching gala of the *Entrepreneurship* edition of the *EBS review* (ISSN: 2213-3321), October 27th, 2017, Impact Hub, Cluj-Napoca;
- video intervention in the Saxion University academic program, with a topic on *Cluj – Emerging Destination* and involvement of 4 students in joint online activities on Management, December 2015 – March 2016;

	<ul style="list-style-type: none"> • lecture <i>Transylvania as a Tourist Destination</i>, at the 2010, 2011 and 2015 editions of the international program <i>Winter University (JTerm)</i> organized at Cluj-Napoca by Hartwick University, New York, SUA; • lecture <i>Employer Branding in Hospitality</i>, within the adult education program, organized by the <i>RoMarketing</i> enterprise, for the representatives of the business environment, November 2014; • online lecture <i>Doing Business in Romania</i>, within the summer school organized by Hogeschool van Amsterdam – Centre for Applied Research on Economics & Management, Netherlands, July 2014; • lecture <i>The Hospitality Industry – Insights/Incursiune în industria ospitalității</i>, within all yearly editions of the <i>Școala Altfel</i> program, since April 2013; • lecture <i>The Hospitality Industry – Insights/Incursiune în industria ospitalității</i>, within all yearly editions of the <i>Junior Summer University</i> (program organized by OSUBB, dedicated to high-school students), since July 2013;
Social skills and competencies	good communication skills, trainer skills (Train the Trainers certificate, National Democratic Institute, Washington DC, USA, 2000), networking, debate
Organizational skills and competencies	coordination, professional development, motivation, and involvement of volunteers, developed analysis and synthesis skills
Computer skills and competencies	very good usage and operation of computers, specialized software for decision making processes, educational and teaching software
Other preoccupations	passion for travel and tourism, outdoor activities, cyclo-tourism and trekking, sport activities, in general and winter sports, in particular, team sports, gastronomy, belletristic, translation activities, advertising and promotion activities of small firms
Driver's License	B category, since 1997
Additional information	scientific research activity, over 80 articles, and specialized papers published presented at international conferences from Romania or from abroad, and published in national and international reputable journals and books, respectively or in the volumes of international conferences, respectively the coordination of graduation papers and of dissertations (over 120 papers)
Appendices	The list of the published and communicated scientific papers.