



## Curriculum vitae Europass



### PERSONAL DATA

Name	<b>COSMA SMARANDA ADINA</b> (former family name Moldovan)
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### PROFESSIONAL EXPERIENCE

Dates (from-to)	10.2015 - present
Position held	PhD supervisor in Marketing
Work place	Doctoral school of Communication, Public relations and Advertising, Babeş-Bolyai University
Dates (from-to)	10.2013 - present
Position held	Full Professor
Work place	Babeş-Bolyai University, Cluj-Napoca, Faculty of Business
Dates (from-to)	6-12 July 2009
Position held	Invited professor to Executive Master in Business Administration for Hospitality Marketing (48 hours) module
Work place	HTW Chur, University of Applied Sciences, Switzerland
Dates (from-to)	02.2007 – 09.2013
Position held	Associate Professor
Work place	Babeş-Bolyai University, Cluj-Napoca, Faculty of Business
Dates (from-to)	16-21 October 2006
Position held	Invited professor to Executive Master in Business Administration for Applied Research Methods (48 hours) module
Work place	HTW Chur, University of Applied Sciences, Switzerland
Dates (from-to)	10.2004 – 02.2007
Position held	Lecturer
Work place	Babeş-Bolyai University, Cluj-Napoca, Faculty of Business
Dates (from-to)	02.2002 – 09.2004
Position held	Assistant professor
Work place	Babeş-Bolyai University, Cluj-Napoca, Faculty of Business
Dates (from-to)	10.2000 – 02.2002
Position held	Junior assistant professor
Work place	Babeş-Bolyai University, Cluj-Napoca, Faculty of Business

Dates (from-to)	10.1999 – 09.2000
Position held	Junior assistant professor
Work place	Școala Română de Afaceri, Alba-Iulia

## EDUCATION AND TRAINING

2014	Habilitation in Marketing; Habilitation Subject: <i>Marketing's future challenges and opportunities</i>
2000 – 2004	Ph.D. in Marketing; Ph.D. Subject: <i>Promotional policies and strategies in international marketing</i>
1999 – 2000	Master of science course and graduate in Marketing and management policies and strategies, Faculty of Economics, Babeș-Bolyai University, Cluj-Napoca, graduated the first out of 25 graduates
1995 – 1999	Undergraduate in Marketing, The Faculty of Economics, Babeș-Bolyai University, Cluj-Napoca, graduated the first out of 100 graduates
1991 – 1995	Primary and secondary education, Liceul de Informatică „Tiberiu Popoviciu”, Cluj-Napoca, graduate with Diploma of baccalaureate in Mathematics, Romanian, Economics, English (graduated in the first 10 out of 150 highschoolers)

## PROFESSIONAL SKILLS AND COMPETENCES

Publications	Author and co-author of 13 books and over 100 articles
Teaching activity	<p>Courses taught:</p> <ul style="list-style-type: none"> <li>- Principles of Marketing</li> <li>- Destination Marketing</li> <li>- Hotel marketing</li> <li>- Marketing Strategies</li> <li>- International Marketing</li> <li>- International Tourism Marketing</li> </ul>

### International projects

- Tempus IB JEP 14086/99 with Haute Ecole IESN of Namur and IUP of Clermont-Ferrand (mobility and trainer in the field of marketing communication for the young unemployed),
- Certificate of Achievement for participation in the „Marketing Management Seminar” presented by Southern Connecticut State University, november 2001
- World Bank Grant 62 (managing director prof. Aurel-loan GIURGIU), mobility in the Michigan State University, participation in related workshops, presented an article and report, participation at Marketing Management Seminar, published as author the volume Marketing Research. Applications,
- World bank Grant 196 (managing director - prof. Magdalena Vorzsak), three visits at universities in Sweden, Holland, Denmark, Belgium, France in view of curricula restructuring and improving teaching quality in post-graduate education on Business Administration,
- Veneto-NorthWestern Romania international cultural project between Universita degli Studi di Padova, The West Timisoara University and Babeş-Bolyai University, Cluj-Napoca, on Industrial Heritage: preservation, reuse and reintegration into the environment methods, October 2004.
- Trained as a trainer for hospitality-related curricular activities and modern teaching methods in „Train the Teacher Programme”, organized by NMCP (Netherlands Management Cooperation Programme) with Hotel School The Hague, November 2003,
- The Romanian representative of International Foundation for Hospitality Skill Development (IFH), Office Address: 5045 JT Menterwoldestraat 19, Tilburg, The Netherlands, Europe,
- Member in implementation team of the INTERREG 4C project, title *SME Go Global Network* (53.020 Euro), 2011- 2013
- Member in implementation team of the INTERREG 4C project, title *Innovative and responsible Tourism Territories* (53.492 Euro), 2011- 2013
- Member in implementation team of the SEE project, title *Sustainable business, continuous learning and diversity*, 2018 – 2020
- Member in implementation team of the EEA grants 19-COP-0042, title SUBFLY – Students Democracy, 2020 – 2022.
- Project manager of the Erasmus+ Cooperation partnerships in higher education project, 2022-1-NL01-KA220-HED-000088494, title *Innovating Business Education for Responsible Global Minds*, 2022 – 2025

### National projects

- Project director CNCSIS AT tema 4, cod CNCSIS 82, title *Studiu privind potențialul turistic al municipiului Cluj-Napoca în vederea conturării identității sale în perspectiva aderării României la Uniunea Europeană* (19.706 ROL), 2006-2007
- Coordinator project with business environment – contract with *Uniunea Nationala a Agentiilor Imobiliare*
- Member in research team of A grant, title *Relația dintre industria hoteliera și piața de capital* (182.000.000 ROL), finalized in 2005
- Member in research team of AT grant, title *Studiu privind percepția absolvenților instituțiilor de învățământ economic superior din Cluj-Napoca asupra perspectivelor carierei profesionale* (170.000.000 ROL), finalized in 2006
- Coordinator of students' teams from Babeş-Bolyai University in the program Junior Achievement România which obtained 2 awards at national content in 2006
- Member in research team of AT grant, title *Campanie de informare a populației din zonele rurale ale Transilvaniei împotriva calamităților naturale și modalități de acoperire a efectelor acestora* (13.500 RON), finalized in 2007
- Member in research team of CEEEX program, CEEEX-M3-C3-12469 (director partner UBB, lector dr. Marius Gavriletea), title *Chirurgia Minimal invazivă - chirurgia viitorului?* (40.000 RON), finalized in 2008
- Member in research team of CEEEX program, CEEEX-M3-C3-12561, title *Dezvoltarea chirurgiei tumorilor hepatice* (40.000 RON), finalized in 2008
- Member in research team of research contract nr. 30/2007, title *Proiectare si elaborarea documentatie de analiza economica*, (5000 RON), finalized in 2008
- Member in implementation team of the POSDRU project, title *Convergența pregătirii universitare cu viața activă* (18.360.000 RON), november 2008-2010
- Member in research team of research contract nr. 30802, title *Sondaj pentru opinia clienților SC Compania de Apa Someș SA* (8.094 Euro), finalized in 2010

Professional activities as an expert and other competences

- Member in implementation team of the POSDRU project, title *Practica INCEPE - Programul cursurilor pentru studenți* (2.228.419 lei), 2011-2013
  - Member in implementation team of the POSDRU project, title *Program Masteral - Evaluarea Dezvoltării Regionale* (1.745.159,50 lei), 2011-2013
  - Member in implementation team of the POSDRU project, title *e-Learning eficient, Individualizat și Adaptativ pentru învățământ la distanță (e-LIADA)*, 14.05.2014 – 13.11.2015
  - Expert in the implementation team of the ROSE project – *Parteneriat pentru o carieră în Business/ Partnership for a business career*, AG 165/2019
  - Member in implementation team (internship competition evaluator for PhD students and Post-doc fellowship) of the POCU/90/6.13/6.14/109172 project, 2020-2021.
  - Member of the admission committee for doctoral and post-doctoral scholarships, within the project POCU123793, Researcher, future entrepreneur - New Generation
  - Expert within the INNOTECH project – POCU/829/6/13/140502, USAMV Cluj-Napoca, 2022
  - Expert within the Centrul Regional Nord-Vest de Orientare în Carieră al Cercetătorilor (UBB-CORE), December 2023
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- Member of the Board of the Faculty of Business in the period 2003 - 2020
  - Vice-Dean of Faculty of Business in the period 2008-2012, 2012-2016 and 2016-2017
  - Member in Babeș-Bolyai University Senate between 2008-2012, 2024-present
  - Co-responsible of Marketing office of UBB by 2008-2012
  - Member of the Finance Committee at the university level in the period 2008-2012
  - Member of the Scientific Council of UBB since 2012 to present
  - Responsible for International Relations at the Faculty of Business in 2005-2010
  - Coordinating the final paper of more than 300 undergraduate and postgraduate
  - Responsible for internship for master students in the Faculty of Business
  - Member in PhD commissions: Specialist Member of the commission for doctoral thesis titled "Marketing antidiabetic drugs" developed by the student farm. Alex-Claudiu Morgovan to obtain a doctoral degree in Medical science, Pharmacy, October, 2008 and Specialist Reviewer of the commission for doctoral thesis titled "Consumer attitudes towards a tourist destination. The county of Cluj, Romania" developed by PhD ec. Olimpia Ramona Țugui to obtain a doctoral degree in Agronomy, Management and Marketing in Agriculture, October, 2011 and referent for the thesis "International strategies of hotel chains" of ec. Cristina Fleșeriu for the PhD title of Doctor in Marketing, field of Economics, December 6, 2013; referent for the thesis "Communication strategies used in promoting country tourism brand: Romania" of ec. Irina D. Iosub for the PhD title of Doctor in Marketing, field of Economics, September, 2016; referent for the thesis "RESEARCH ON IMPROVEMENT OF BUSINESS DECISION MAKING IN ORGANIZATIONAL STRATEGY IMPLEMENTATION IN THE CONTEXT OF THE GLOBAL ECONOMY" of Jan Albert Kiehne for the PhD title of Doctor in Business Administration, September, 2019; referent for the thesis "STUDY ON CUSTOMER RELATIONSHIP AND LEADERSHIP IN TOURISM IN CONTEXT OF A SUSTAINABLE REGIONAL MANAGEMENT ON THE EXAMPLE OF THE STYRIAN VOLCANIC REGION IN AUSTRIA" of Astrid Elisabeth Fortmueller for the PhD title of Doctor in Business Administration, September, 2019; referent for the thesis "INOVAREA PRIN DESIGN ȘI MANAGEMENT AL BRAND-ULUI; OPORTUNITĂȚI DE CREȘTERE A PERFORMANȚEI ÎN AFACERI" of Adina – Gabriela Croitoru for the PhD title of Doctor in Business Administration, December, 2019; referent for the thesis "CERCETĂRI INTERDISCIPLINARE PRIVIND MODELAREA POTENȚIALULUI ECOLOGIC AL PRODUSULUI ALIMENTAR ÎN CONTEXTUL POLITICILOR AGROALIMENTARE ACTUALE" of Maria-Alexandra Toma for the PhD title of Doctor in Business Administration, September, 2020 etc.
  - member within habilitation commissions in the field of Business Administration and Marketing
  - Member in Editorial Board of *Studia Universitatis Babeș-Bolyai, Seria Negotia* since 2009, [http://www.studia.ubbcluj.ro/serii/negotia/negotia\\_eval.html](http://www.studia.ubbcluj.ro/serii/negotia/negotia_eval.html)
  - Member of the Scientific Board of *BRAND: Broad Research in Accounting, Negotiation, and Distribution* since 2010, <http://brand.edusoft.ro>
  - Member of the Scientific Committee and Scientific Reviewer, *Annals of the University of Oradea: Economic Science* since 2012, <http://anale.steconomieuoradea.ro/en/>
  - Associate Editor for *Ecoforum Journal* since 2014, <http://www.ecoforumjournal.ro/index.php/eco>

	<ul style="list-style-type: none"> <li>- Member of the Scientific Committee at International Conference of the International Association of Cultural and Digital Tourism (IACuDiT)</li> <li>- Member of the Scientific Committee at International Conference <i>Entrepreneurship in Hospitality Industry</i></li> <li>- Member of the Scientific Committee at International Conference "Information Society and Sustainable Development" – ISSD since 2013</li> <li>- Member of the International Scientific Committee at International Symposium "Soil Minimum Tillage Systems" organized at USAMV Cluj-Napoca, Faculty of Agriculture – the Research Center for Minimum Tillage Systems and Sustainable Agricultural Technologies since 2013</li> <li>- Member of the International Program Committee for 2018, DAAAM International</li> <li>- Member of the Scientific Committee at WSEAS conferences</li> <li>- Organizer of International Conference <i>15 years of Business Administration in Cluj</i>, Faculty of Business, 15 – 17 June 2009</li> <li>- Organizer of International Conference <i>Entrepreneurship in Hospitality Industry</i>, Faculty of Business, in 2010, 2012, 2014, 2016, 2018</li> <li>- Member of Organising Committee of <i>Small and Medium Enterprises</i>, Faculty of Business, in 2003, 2005, 2007, 2009</li> <li>- Since 2020, committee chair of the International Conference Modern Trends in Business, Hospitality and Tourism, Faculty of Business</li> <li>- Scientific coordinator of performance fellowships in research of students from Faculty of Business in 2003, 2006, 2009, 2010, 2017, 2020 and Reha Award in 2006</li> <li>- Coordinator for undergraduate specialization <i>Business Administration in Hospitality Services</i>, Faculty of Business, Babes-Bolyai University</li> <li>- Initiator and program coordinator for <i>Days of Cluj Hospitality</i></li> <li>- Director of <i>International Hospitality Summer School</i></li> </ul>
Prizes/ Awards	<ul style="list-style-type: none"> <li>- Award for Innovative and cultural services for society the Babes-Bolyai University in 2024</li> <li>- UBB award for obtaining the Certificate for Habilitation and PhD supervisor in 2015</li> <li>- Award for Academic Management the Babes-Bolyai University in 2011</li> <li>- Award for Academic Management the Babes-Bolyai University in 2010</li> <li>- Award for scientific activity the Babes-Bolyai University in 2009</li> <li>- Prize for Management and Administration the Babes-Bolyai University in 2008</li> <li>- Diploma of Merit for contribution to the development of the Babes-Bolyai University in 2007</li> </ul>
Memberships	<ul style="list-style-type: none"> <li>- UBB award for the most valuable books published in 2006 for S. Cosma, "Promotion in international marketing" Alma Mater Publishing House, Cluj-Napoca, 2006. (ISBN (10) 973-7898 -51 to 6, ISBN (13) 978-973-7898-51-7)</li> <li>- Diploma of Merit for contribution to the development of the Babes-Bolyai University in 2006</li> <li>- Certificate of graduation of the professional training program for the occupation ENTREPRENEURIAL COMPETENCES, series J no. 00198264, issued by the Ministry of Labor, Family, Social Protection and the Elderly and the Ministry of National Education, on 11.05.2015</li> <li>- Certificate of Manager in tourism activity after graduating training course organized by MEC no. 71196/1996 and with the Ministry of Tourism no. 672/2002, issued on 10.02.2005</li> <li>- Trainer for the "Communication" in training courses for unemployed high school graduates under the age of 25 years, carried out under Tempus</li> <li>- 1<sup>st</sup> Prize at Scientific Session for students <i>Transition to the market economy</i> at the Faculty of Economics, Babes-Bolyai University, Cluj-Napoca, obtained for the paper: "Internet Advertising" in 1999</li> </ul> <ul style="list-style-type: none"> <li>- Member of International Academy of Business and Economics</li> <li>- Member EUROPEAN MARKETING ACADEMY (EMAC)</li> <li>- Member of the European Institute for Advanced Studies in Management (EIASM)</li> <li>- Member of Romanian Academic Management Society (SAMRO)</li> </ul>

**APTITUDES AND SKILLS**

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MOTHER TONGUE	Romanian
FOREIGN LANGUAGES	English (reading, writing, speaking: C2I)
Communication skills	Good socializing and networking abilities Ability to make presentations of topics related to profession Empathetic and persuasive Capacity to work in teams
Computer literacy	knowledge of using professional software in the field of marketing: SPSS, StratSimMarketing
<i>Driving license</i>	Category B