

# CURRICULUM VITAE



## PERSONAL INFORMATION

Name	<b>NEGRUȘA ADINA LETIȚIA</b>
Address	STR. EUGEN IONESCO, NR. 47A, CLUJ – NAPOCA
Telephon	+40745759455
E-mail	adina.negrusa@ubbcluj.ro
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	<b>Management</b>
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	<b>PhD degree program - Management</b> (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	<b>Master degree program – Evaluation and financial diagnosis of businesses</b>
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	<b>Bachelor degree program – Management</b>

## 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
Profesional skills	<p>2006 - <b>Diploma for Teaching Excellence</b>, 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 - <b>Diploma of Merit</b> for contribution to the development of Babes-Bolyai University, 21.12.2007</p> <p>2010 – Certificate of <b>Auditor in domeniul calitatii – Total Quality auditor</b>, professional training in Total Quality Management.</p> <p>2016 – Certificate of Language Ability in <b>Business English</b>, LINGUA Centre, Babes-Bolyai University, Faculty of Economics and Business Administration</p> <p>2021 – Certificate of <b>Formator</b> professional training in lifelong learning.</p> <p><b>ORCID ID</b> : 0000-0002-6164-3822</p> <p><b>Web of Science Researcher ID</b> AAP-1453-2021 and C-1689-2012</p>
MOTHER TANGUE	ROMANIAN
FOREIGN LANGUEGES	ENGLISH
<ul style="list-style-type: none"> <li>• Read ability</li> <li>• Writting ability</li> <li>• Speak ability</li> </ul>	<p>VERY GOOD</p> <p>GOOD</p> <p>VERY GOOD</p>
TECHNICAL SKILLS AND COMPETENCES	<p>PC PROFF:</p> <p>WINDOWS, MICROSOFT OFFICE, COREL WORD PERFECT, FOX PRO, SPSS</p>

- 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 Județean 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 Județean 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, Iasi 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.