



Motto: "As for the future, your task is not to foresee it, but to enable it." (Antoine de Saint Exupéry)

Europa ss Curriculum Vitae



Personal information

First name/Surname **Adriana ZAIȚ**
 Address(es) Bd. Carol I nr.22, 70505 Iasi, Romania
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 E-mail azait@uaic.ro; adrianazait@yahoo.com
 Nationality Romanian
 Date of birth November 1st, 1967
 Gender F

Work experience

Dates 2017-present; 2017-2020; 2009-2011; 2003-present; 1999-2003; 1996-1999; 1994-1996; 1990-1994
 Occupation or position held Director of the Doctoral School of Economics and Business Administration, Director of the Interdisciplinary Social Research Department of UAIC; Director of the Research Department of FEAA; Professor; Associate Professor; Lecturer; Assistant; Associate Assistant
 Main activities and responsibilities Teaching courses and seminars, academic research
 Name and address of employer Alexandru Ioan Cuza University, Bd. Carol I nr.11, 70506 Iasi, Romania
 Type of business or sector University/Academic

Education and training

Dates 1990-1998
 Title of qualification awarded *PhD in Economics, Specialization Econometrics, thesis on New Keynesian models*
 Principalsubjects/occupational skills covered *Microeconomics, Macroeconomics, Econometrics*
 Name and type of organisation providing education and training *Alexandru Ioan Cuza University of Iasi, Romania*
 Dates 1993-1994
 Title of qualification awarded Master of Arts in Economics
 Valedictorian
 Principal subjects/occupational skills covered Economics, Quantitative Analysis, Econometrics, Marketing
 Name and type of organisation providing education and training University of Nebraska at Omaha, USA
 Dates 1986-1990

Prof.dr. Adriana ZAIT

Title of qualification awarded

Bachelor of Arts/Licence in Economics and Business Valedictorian

Principal subjects/occupational skills covered

Industrial Economics, Transportation, Management, Marketing

Name and type of organisation providing education and training

Alexandru Ioan Cuza University of Iasi, Romania

Personal skills and competences

Instrumental: analysis and synthesis, oral and written communication, project management
Interpersonal: team working, ability to work in multicultural/intercultural environments
Systemic: critical thinking, quick learning, rapid adaptation to new situations, research abilities

Mother tongue(s)

Romanian

Other language(s)

Self-assessment

European level

(*)

English

French

Italian

Understanding				Speaking				Writing	
Listening		Reading		Spoken interaction		Spoken production			
C2	Proficient user	C2	Proficient user	C2	Proficient user	C2	Proficient user	C2	Proficient user
C2	Proficient user	C2	Proficient user	C2	Proficient user	C2	Proficient user	C2	Proficient user
B2	Independent user	B2	Independent use	B1	Independent use	B1	Independent use	A2	Basic User

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

Social skills and competences

Team working, communication abilities, including in difficult situations, empathy

Organisational skills and competences

Project management and evaluation, active listening, team organization, planning

Technical skills and competences

Knowledge sharing, training abilities, marketing research, creating public relations materials

Computer skills and competences

Programs under Windows, Internet searching, Sphinx (marketing research soft), SPS

Driving licence

Driving licence type B, since 1996

Annexes

List of selected WOS publications

Short training stages (1-3 months) in France (IUT Sceaux – Paris Sud, 1992), Spain (Universidad de las Islas Baleares, 1992), Ireland (College of Food and Tourism, Dublin, 1998) and visiting professor (1-8 weeks) in France (UPMF Grenoble, 2001), Germany (Universitat Konstanz, 2000 and 2010) and Austria (LBS Wien, 2015).

PhD advisor from 2007, in Marketing

Courses taught: Marketing (BA), Services Marketing (BA), Public Relations (Master), Business Research Methods (BA and Master), Intercultural management and diversity (Master), Social Empirical Research (Master), Qualitative research methods (Doctoral School)

Research interests: Academics' motivation for research, Research productivity, Quantitative-Qualitative debate in Research methodology, Entrepreneurial orientation, Managerial relevance of academic research, Corporate social responsibility, Inter- and transdisciplinary research, Intercultural management

Coordinator and team member for various research projects. Project evaluator at national level (CNCSIS and UEFISCDI).

Adriana Zait profile from Google Scholar (more than 2920 citations on November 1st, 2023): <http://scholar.google.ro/citations?user=V-gU0EAAAAJ&hl=ro> and on Research Gate: https://www.researchgate.net/profile/Adriana_Zait

Prof.dr. Adriana ZAIT

List of selected publications

Articles ISI Thomson (WOS – Clarivate analytics) + ISI Proceedings

[Impact of Direct Interaction with Virtual Objects through Touchscreens on Enhancing Psychological Ownership and Endowment Effect](#), [Stir, M](#) and [Zait, A](#), Oct 2022 (Early Access), INTERNATIONAL JOURNAL OF HUMAN-COMPUTER INTERACTION.

[Undeclared activities on digital labour platforms: an exploratory study](#), [Matcu, M](#); [Zait, A](#); (...); [Horodnic, IA](#)
Sep 2022 (Early Access) INTERNATIONAL JOURNAL OF SOCIOLOGY AND SOCIAL POLICY.

[Who Purchases From the Informal Economy and Why?](#) [Horodnic, IA](#); [Ciobanu, CI](#); (...); [Williams, CC](#)
Jun 20 2022 FRONTIERS IN PSYCHOLOGY.

[Explaining consumer motives to purchase in the informal economy](#)
[Horodnic, IA](#); [Williams, CC](#); (...); [Ciobanu, CI](#)
Oct 15 2021 | PLOS ONE 16 (10)

[Interdisciplinarity: A complexity approach towards academic research](#)
[Zait, A](#); [Bratianu, C](#); (...); [Horodnic, IA](#)
May 2021 | Apr 2021 (Early Access) | SYSTEMS RESEARCH AND BEHAVIORAL SCIENCE 38 (3), pp.294-306

[Placing self-assessed health within the systems framework: a preliminary insight into social synergy and syntony](#)
[Vatamanescu, EM](#); [Andrei, AG](#) and [Zait, A](#)
14th International Conference on Business Excellence (ICBE) - Business Revolution in the Digital Era
Jul 2020 | PROCEEDINGS OF THE INTERNATIONAL CONFERENCE ON BUSINESS EXCELLENCE 14 (1) ,
pp.626-635

[Citizen engagement in the "post-truth era": A knowledge management inquiry into the online spread of information](#)
[Andrei, AG](#); [Zait, A](#); (...); [Manolica, A](#)
2020 | KYBERNETES 49 (5) , pp.1429-1443

[Individual Responsibility in the Process of Information Handling. A Qualitative Inquiry](#)
[Andrei, AG](#); [Zait, A](#) and [Danilet, M](#)
7th International Academic Conference on Strategica - Upscaling Digital Transformation in Business and Economics
2019 | STRATEGICA: UPSCALING DIGITAL TRANSFORMATION IN BUSINESS AND ECONOMICS , pp.584-590

[Civic Engagement at the Crossroads of Online and Offline Spaces: A PLS-SEM Assessment](#)
[Zait, A](#) and [Andrei, AG](#)
2019 | SCIENTIFIC ANNALS OF ECONOMICS AND BUSINESS 66 (4) , pp.559-572

[RESPONSIBLE CONSUMPTION AND CIVIC ENGAGEMENT AS SUSTAINABILITY ORIENTED BEHAVIORS](#)
[Andrei, AG](#) and [Zait, A](#)
6th International Academic Conference on Strategica - Challenging the Status Quo in Management and Economics
2018 | STRATEGICA: CHALLENGING THE STATUS QUO IN MANAGEMENT AND ECONOMICS , pp.1094-1102

[Word-of-mouth generation and brand communication strategy Findings from an experimental study explored with PLS-SEM](#)
[Andrei, AG](#); [Zait, A](#); (...); [Pinzaru, F](#)
2017 | INDUSTRIAL MANAGEMENT & DATA SYSTEMS 117 (3) , pp.478-495

[Exploring the Practice of Making Informal Payments in the Health Sector: Some Lessons from Greece](#)
[Horodnic, AV](#); [Williams, CC](#); (...); [Oprea, L](#)

2017 | INFORMAL ECONOMY IN GLOBAL PERSPECTIVE: VARIETIES OF GOVERNANCE , pp.157-172

Empowering Civic Minded Citizens in Knowledge-Based Society

Zait, A; Andrei, AG; (...); Tugulea, O

18th European Conference on Knowledge Management (ECKM)

2017 | PROCEEDINGS OF THE 18TH EUROPEAN CONFERENCE ON KNOWLEDGE MANAGEMENT (ECKM 2017), VOLS 1 AND 2 , pp.1051-1058.

Exploring the role of civilizational competences for smart cities' development

Zait, A

2017 | TRANSFORMING GOVERNMENT- PEOPLE PROCESS AND POLICY 11 (3) , pp.377-392

WHY EXTENDING EXAMINATION WITH NON-PARAMETRIC APPROACHES? INSIGHTS FROM A STUDY ON ADVERTISEMENT'S EFFECTIVENESS

Andrei, AG; Zait, A and Vatamanescu, EM

4th International Academic Conference Strategica

2016 | STRATEGICA: OPPORTUNITIES AND RISKS IN THE CONTEMPORARY BUSINESS ENVIRONMENT , pp.347-358

ARE CONSUMERS WILLING TO SUPPORT SOCIAL RESPONSIBLE COMPANIES? INSIGHTS FROM AN EASTERN EUROPEAN COUNTRY

Bradu, CP and Zait, A

21st Int Sci Conf of PGV Network - For Stronger Europe Renovation of the Economic, Entrepreneurial, Political, Territorial and Educational Structures

2016 | POUR UNE EUROPE FORTE, RENOVER LES STRUCTURES ECONOMIQUES, ENTREPRENEURIALES, POLITIQUES, TERRITORIALES ET EDUCATIVES , pp.91-+

EXPLORING ACADEMICS' INTENTIONS FOR DOING RESEARCH AND PUBLISHING

Horodnic, IA; Zait, A; (...); Berteia, P

4th International Academic Conference Strategica

2016 | STRATEGICA: OPPORTUNITIES AND RISKS IN THE CONTEMPORARY BUSINESS ENVIRONMENT , pp.333-346

PRESENT ISSUES IN ENTREPRENEURSHIP - A SYNTHESIS OF ANTECEDENTS AND CONSEQUENCES AT INDIVIDUAL, ORGANIZATIONAL AND SOCIETAL LEVEL

Zait, A; Berteia, PE and Andrei, AG

21st Int Sci Conf of PGV Network - For Stronger Europe Renovation of the Economic, Entrepreneurial, Political, Territorial and Educational Structures

2016 | POUR UNE EUROPE FORTE, RENOVER LES STRUCTURES ECONOMIQUES, ENTREPRENEURIALES, POLITIQUES, TERRITORIALES ET EDUCATIVES , pp.100-+

Motivation and research productivity in a university system undergoing transition

Horodnic, IA and Zait, A

Jul 2015 | RESEARCH EVALUATION 24 (3) , pp.282-292

YOUTHS' TRUST IN BANKING. AN EXPLORATORY STUDY AMONG ROMANIAN CONSUMERS

Andrei, AG; Zait, A and Vatamanescu, EM

International Conference on Euro and the European Banking System - Evolutions and Challenges

2015 | EURO AND THE EUROPEAN BANKING SYSTEM: EVOLUTIONS AND CHALLENGES , pp.25-34

How reliable are measurement scales? External factors with indirect influence on reliability estimators

Ursachi, G; Horodnic, IA and Zait, A

7th International Conference on Globalization of Higher Education in Economics and Business Administration (GEBA)

2015 | GLOBALIZATION AND HIGHER EDUCATION IN ECONOMICS AND BUSINESS ADMINISTRATION - GEBA 2013 20 , pp.679-686

Branding insights: an interdisciplinary journey from perception to action

Andrei, AG and Zait, A

[2nd Strategica International Academic Conference](#)

2014 | STRATEGICA: MANAGEMENT, FINANCE, AND ETHICS , pp.593-604

[**FINANCIAL LITERACY - CONCEPTUAL DEFINITION AND PROPOSED APPROACH FOR A MEASUREMENT INSTRUMENT**](#)

[Zait, A and Berteau, PE](#)

[International Conference on Monetary, Banking and Financial Issues in Central and Eastern EU Member Countries: How Can Central and Eastern EU Members Overcome the Current Economic Crisis?](#)

2014 | MONETARY, BANKING AND FINANCIAL ISSUES IN CENTRAL AND EASTERN EU MEMBER COUNTRIES: HOW CAN CENTRAL AND EASTERN EU MEMBERS OVERCOME THE CURRENT ECONOMIC CRISIS?, VOL II , pp.308-315

[**ORGANIZATIONAL INNOVATION - SIGNIFICANT FACTORIAL CONNECTIONS**](#)

[Spalanzani, A; Zait, D and Zait, A](#)

[4th International Conference on Globalization and Higher Education in Economics and Business Administration](#)

2011 | PROCEEDINGS OF THE IVTH INTERNATIONAL CONFERENCE ON GLOBALIZATION AND HIGHER EDUCATION IN ECONOMICS AND BUSINESS ADMINISTRATION - GEBA 2010 , pp.485-+

[**UNIVERSITY RESEARCH TRIANGLE- ACADEMIC EVALUATION CRITERIA, SCIENTIFIC RIGOUR AND PERCEIVED PRACTICAL RELEVANCE**](#)

[Zait, A](#)

[6th International Seminar on the Quality Management in Higher Education](#)

2010 | QUALITY MANAGEMENT IN HIGHER EDUCATION, VOL 2 , pp.327-+

[**A DOUBLE PERSPECTIVE ON ACADEMIC RESEARCH RESULTS - WHAT DO ACADEMICS AND PRACTITIONERS THINK ABOUT?**](#)

[Zait, A](#)

[4th International Conference on Business Excellence](#)

2009 | PROCEEDINGS OF THE 4TH INTERNATIONAL CONFERENCE ON BUSINESS EXCELLENCE, VOL 2 , pp.301-303

[**Entrepreneurial propensity in a transition economy: exploring micro-level and meso-level cultural antecedents**](#)

[Chelariu, C; Brashear, TG; \(...\); Zait, A](#)

2008 | JOURNAL OF BUSINESS & INDUSTRIAL MARKETING 23 (6) , pp.405-415

[**Lonely thoughts on the meaning of education**](#)

[Zait, A](#)

2006 | JOURNAL OF ORGANIZATIONAL CHANGE MANAGEMENT 19 (6) , pp.780-782