

## PERSONAL INFORMATION

**Adriana MANOLICĂ**

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[manolicaa@yahoo.com](mailto:manolicaa@yahoo.com)

Sex Feminine | Date of birth 17/08/1971 | Nationality Romanian

## WORK EXPERIENCE

2016 - present

**Professor**

"Alexandru Ioan Cuza" University of Iași, Faculty of Economics and Business Administration, Department of Management, Marketing and Business Administration

- Courses Preparation
- Teaching Courses and Seminars
- Students Evaluation
- Research

Sector Higher Education

2013 - 2016

**Associate Professor**

"Alexandru Ioan Cuza" University of Iași, Faculty of Economics and Business Administration, Department of Management, Marketing and Business Administration

- Courses Preparation
- Teaching Courses and Seminars
- Students Evaluation
- Research

Sector Higher Education

2003 - 2013

**Lecturer**

"Alexandru Ioan Cuza" University of Iași, Faculty of Economics and Business Administration, Department of Management, Marketing and Business Administration

- Courses Preparation
- Teaching Courses and Seminars
- Students Evaluation
- Research

Sector Higher Education

1998 - 2003

**Assistant Professor**

"Alexandru Ioan Cuza" University of Iași, Faculty of Economics and Business Administration, Department of Management, Marketing and Business Administration

- Seminars Preparation
- Teaching Seminars
- Students Evaluation
- Research

Sector Higher Education

1996 - 1998

**Associate Assistant**

"Alexandru Ioan Cuza" University of Iași, Faculty of Economics and Business Administration, Department of Management, Marketing and Business Administration



- Seminars Preparation
- Teaching Seminars
- Students Evaluation
- Research

1995 - 1996 **Sector Higher Education**  
**Advertising Campaigns Coordinator**

"Nord-Est BB/AC" Advertising Company

- Campaigns Coordinator

**Sector Advertising**

## EDUCATION AND TRAINING

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2018 **Habilitation Thesis**

"Alexandru Ioan Cuza" University of Iași, Faculty of Economics and Business Administration

- Research Thesis: Marketing – (un)explored field of research  
ISCED 6

2010 - 2013 **Postdoctoral Diploma**

University of Economic Studies Bucharest

Postdoctoral Research Scholarship supported from the European Social Fund through Sectorial Operational Programme Human Resources Development 2007-2013, project number POSDRU/89/1.5/S/59184 "Performance and excellence in postdoctoral research in Romanian economics science domain", Europeanization and Globalization field

- Research Thesis: The Perception of the Marital Roles in Buying Decision-Making Processes in the global Context  
ISCED 6

2000 - 2009 **PhD Diploma**

"Alexandru Ioan Cuza" University of Iași, Faculty of Economics and Business Administration

PhD studies in Economy, Domain: Management

Research Thesis: Decisional Implications of Consumer Behaviour  
ISCED 6

1995 - 1996 **Master Degree Diploma**

"Alexandru Ioan Cuza" University of Iași

Master degree in Marketing Planning and Strategy, Faculty of Economics and Business Administration, "Alexandru Ioan Cuza" University Iași

ISCED 6

1990 - 1995 **Bachelor's Degree Diploma**

"Alexandru Ioan Cuza" University of Iași

Major in Marketing, Faculty of Economics and Business Administration, "Alexandru Ioan Cuza" University Iași

ISCED 5

1996 - 1990 **High School Diploma**



“Emil Racoviță” Highschool, Iași  
 Physics and Chemistry Specialization  
 ISCED 3

PERSONAL SKILLS

Native language Romanian

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C <sub>2</sub>	C <sub>2</sub>	C <sub>2</sub>	C <sub>2</sub>	C <sub>2</sub>
French	B <sub>2</sub>	B <sub>2</sub>	B <sub>2</sub>	B <sub>1</sub>	B <sub>2</sub>
Spanish	B <sub>1</sub>	B <sub>1</sub>	A <sub>2</sub>	A <sub>2</sub>	A <sub>2</sub>

Levels: A1/2: Basic user - B1/2: Independent user - C1/2 Proficient user  
 Common European Framework of Reference for Languages

Communication skills

- Public speaking:
- Over 40 presentations on National/International Conferences
  - Over 24 years of teaching experience in Marketing/Communication area of expertise
  - NLP Practitioner
  - NLP Master
- Training Skills:
- Over 10 years of training experience
  - Diploma/Certificates: Psycho-pedagogical Courses; Trainer Certificate cod COR 241205; Training program for trainers in Marketing and Communication supported by University of Salerno, Italy and IUT Clermond Ferrand, France. TEMPUS JEP IB 1408-99-RO
- Writing Communication Skills:
- Over 50 academic papers published
  - 10 books

Organisational / managerial skills

- Leadership
- Marketing Specialization Tutor

Computer skills

- Good command of Microsoft Office™ tools
- Good command of SPSS
- Good command of Pinnacle – video editor

Driving licence

Driving licence category B

ADDITIONAL INFORMATION

- Publications
- Presentations
- Projects
- Conferences
- Seminars
- Honours and awards
- Memberships
- References

**References:**

**PhD Prof. Teodora ROMAN**, Dean of Faculty of Economics Economics and Business Administration , Alexandru Ioan Cuza University of Iași

**Scientific Activity:**

Books and courses: 10  
 Scientific papers: over 60  
 National and international conferences: over 60  
 Scientific grants: 6 (member)



**International mobilities:**

May – August 2011 - Universidad de Barcelona, Spain

January – April 2002 - Université des Sciences et Technologies de Lille, France

May – June 2001 - IMTA (International Management Teachers Academy), Bled, Sloveny

April – July 1997 - ESUG Toulouse, France

ANNEXES

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June 2023

