



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 ZAIT**

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E-mail

[azait@uaic.ro](mailto:azait@uaic.ro); [adrianazait@yahoo.com](mailto:adrianazait@yahoo.com)

Nationality

Romanian

Date of birth

November 1<sup>st</sup>, 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

Principalsubjects/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

Mothertongue(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 2760 citations on August 1<sup>st</sup>, 2023): <http://scholar.google.ro/citations?user=V-gU0EAAA&hl=ro> and on Research Gate: [https://www.researchgate.net/profile/Adriana\\_Zait](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

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