

LECT. UNIV. DR. ELENA CIORTESCU (FOSTĂ COJOCARU)
DEPARTAMENTUL DE ECONOMIE ȘI RELAȚII INTERNAȚIONALE
FACULTATEA DE ECONOMIE ȘI ADMINISTRAREA AFACERILOR
UNIVERSITATEA "ALEXANDRU IOAN CUZA", IAȘI
Tel: +40740-208361
e-mail: elena.cojocaru@uaic.ro

STUDII

- 2007– 2011, **Doctorat în Filologie**, Universitatea "Al. I. Cuza", Iași, cu tema "*The Impact of Significant Economic, Political and Social Events on Arthur Miller's Work*"
- 2005 – 2007, **Master în Studii Europene**, Centrul de Studii Europene, Universitatea "Al. I. Cuza", Iași
- 2001-2005, **Licență în Filologie**, Specializarea Engleză-Franceză, Universitatea "Al. I. Cuza", Iași.

SPECIALIZĂRI

- 2018, februarie, **Intercultural Competence in English CRITICAL ISSUES – Train the Trainer Course**, ELC – European Language Competence, Frankfurt, Germania
- 2008, iulie, școala de vară "**Teaching Business English**", **International House**, Barcelona, Spania
- 2006, octombrie, **People to People, Leadership Seminar: Chapter Development-Different Approaches to Solving Common Problems**, Berlin, Germania
- 2004, octombrie – februarie 2005, bursă de studii **Socrates- Erasmus** la Universite d' Angers, **Angers, Franța**

EXPERIENȚĂ PROFESIONALĂ

- Februarie 2014 – prezent, **lector universitar**, Facultatea de Economie și Administrarea Afacerilor, Universitatea "Al. I. Cuza", Iași
- Septembrie 2011 – 2014, **asistent universitar**, Facultatea de Economie și Administrarea Afacerilor, Universitatea "Al. I. Cuza", Iași
- Februarie 2008 – 2011, **preparator universitar**, Facultatea de Economie și Administrarea Afacerilor, Universitatea "Al. I. Cuza", Iași
- Septembrie 2005 – 2008, **profesor limba engleză (A1, A2, B1, B2)**, Liceul Teoretic "Mihail Kogălniceanu", Vaslui

COMUNICĂRI ȘTIINȚIFICE

1. **Aprilie 2008:** Conferința internațională Cultural and Linguistic Diversity in a World of Global Pluralism, Universitatea AL. I. Cuza, FEAA, Iași. Comunicare: *The European University. A Postmodern Perspective*
2. **Noiembrie 2008:** Conferința anuală a Asociației internaționale IATEFL BESIG. Comunicare: *Interviewing and Presentation Skills Portfolio*
3. **Noiembrie 2008:** Conferința internațională Institutions and Economic Performance Universitatea AL. I. Cuza, FEAA, Iasi. Comunicare: *Dealing with Content in Business English Classes*
4. **Aprilie 2009:** Conferința internațională Language Culture and Change, Universitatea AL. I. Cuza, FEAA, Iasi. Comunicare: *Arthur Miller's After the Fall- A Play about Personal and Public Crises*
5. **Mai 2009:** Workshop internațional Universitatea "Dimitrie Cantemir", Târgu Mureș. Comunicare: *Experiential Learning in Developing Business English Skills*
6. **Mai 2009:** Conferință internațională Creativity and Innovation in a Culturally Diverse, Knowledge-Based Society new Challenges for Language Teachers. Comunicare: *The Holocaust and the Americans*
7. **Mai 2009:** Conferința internațională Violence in the American Drama and Theater "Violence on Stage" Cadiz, Spania. Comunicare: *Arthur Miller -Violence, Guilt and Responsibility within the Individual*
8. **Septembrie 2009:** Conferința internațională Expressions of the Self: Autobiography and Its Avatars, Facultatea de Litere, Universitatea Alexandru Ioan Cuza, Iași. Comunicare: *Arthur Miller's Timebends – Autobiography as Art*

9. **Octombrie 2009:** Conferința internațională Globalization and Higher Education in Economics and Business Administration, Universitatea AL. I. Cuza, FEAA, Iasi. Comunicare: *The Use of Corporate Social Responsibility Rhetoric in Annual Reports: Analysis of CEO Statements*
10. **Octombrie 2009:** Conferința internațională Drama through the Ages and Medieval Literature, University of Lodz, Poland. Comunicare: *Arthur Miller's Holocaust Plays*
11. **Noiembrie 2009:** Conferința internațională Nav-Mar-Edu 2009, Constanta. Comunicare: *A Two-Fold Approach to Developing Reading Skills: Explicit versus Implicit Vocabulary Learning Strategies*
12. **Octombrie 2009:** Conferința internațională Creativity and Innovation in a Culturally Diverse, Knowledge-Based Society. ASE, Bucuresti. Comunicare: *Exploring the Relationship between Reading Competence and Specialized Vocabulary Acquisition*
13. **Martie 2010:** Participare workshop internațional *Seminaire de Transfert des Innovations Pedagogiques*, FEAA, UAIC, Iași
14. **Aprilie 2010:** Conferința internațională Language Culture and Change, Universitatea "AL. I. Cuza", FEAA, Iași. Comunicare: *Myth and Consumerism in the Work of Arthur Miller*
15. **Mai 2010:** Conferința internațională ABC GABC, Antwerp, Universitatea Lessius. Comunicare: *Exploring CSR Communication Practices in Romania*
16. **Iunie 2010:** Conferința internațională BESIG 2010, Universitatea Roma Tre. Comunicare: *Effective Strategies for Vocabulary Instruction in the Business English Class*
17. **Noiembrie 2010:** Conferința internațională The Future of Europe. The Economic and Financial Crisis Impact on the European Business Environment. ASE, Bucuresti.. Comunicare: *Engagement Rhetoric in CSR On Line Corporate Communication*
18. **Aprilie 2011:** Conferința internațională Language Culture and Change, Universitatea AL. I. Cuza, FEAA, Iasi. Comunicare: *Social Responsibility in Arthur Miller's All My Sons*
19. **Mai 2011:** Conferința internațională Youth on the Move. Teaching Languages for International Studies and Career-Building. Comunicare: *Arthur Miller's Finishing the Picture – Art as Business*
20. **Mai 2011:** Conferința internațională Youth on the Move. Teaching Languages for International Studies and Career-Building. Comunicare: *Arthur Miller's Resurrection Blues – Media and Contemporary Values*
21. **Octombrie 2011:** Conferința internațională American Business Communication Association, Montreal, Quebec, Canada. Comunicare: *Do Multiple Stakeholders Trigger the Hybridization Process of CSR Reports Genre?*
22. **Noiembrie 2011:** Conferința internațională BESIG 2011, Universitatea din Dubrovnik, Croația. Comunicare: *Dealing with Reading Skills in the Graduate Business English Course*
23. **Februarie 2012:** Workshop internațional *Negotiating Communication: Theories, Forms, Media*, coordonat de Priv. Doz. Dr. Monika Reif-Huelsen, Universitatea din Konstanz în cadrul Universității Apollonia, Iași
24. **Octombrie 2012:** Simpozion național "Medierea Lingvistică și Culturală: Competențe în Comunicare", Institutul de Limbi Moderne Apollonia, Universitatea Apollonia, Iași. Comunicare: *Letter Writing – A Key to Successful Business Communication*
25. **Noiembrie 2012:** Conferința internațională "The Future of Europe – Rethinking Strategies in Emerging Countries", ASE București. Comunicare: *Mapping Corporate Narratives in the Romanian Energy Sector*
26. **Decembrie 2013:** Conferința internațională "Literature, Discourse and Multicultural Dialogue", Petru Maior University, Târgu Mureș. Comunicare: *Teaching Communication Skills to Business Students – Presentations*
27. **Mai 2014:** Conferința Internațională "Globalization, Intercultural Dialogue and National Identity", Petru Maior University, Târgu Mureș. Comunicare: *Cross-Cultural Topics in the Business English Class*
28. **Mai 2014:** Conferința Internațională "Reconciliation Policies and Practices in the Global World", Alexandru Ioan Cuza University, Faculty of Economics and Business Administration, LSP Unit, Iași. Comunicare: *Reflecting on Conflict. Means of Resolution*
29. **Octombrie 2014:** Conferința Internațională Communication Context Interdisciplinarity. "Petru Maior" University of Tg. Mureș. Comunicare: *Dealing with Levels of Formality in Business Communication*
30. **Mai 2015:** Conferința Internațională "Education, Research and Development in the Global World" "Alexandru Ioan Cuza" University, Faculty of Economics and Business Administration, LSP Unit, Iași. Comunicare: *"We Are what We Eat" – National Dishes and Cultural Associations*
31. **Iunie 2015:** Conferința Internațională "An Interdisciplinary Conference on Travel and Intercultural Communication – ENTICE", Faculty of Letters, "Alexandru Ioan Cuza" University, Iași. Comunicare: *Key Aspects in Teaching Intercultural Communication – an Introduction*

32. **Septembrie 2015**, Central and Eastern European LUMEN Conference: LUMEN NASHS 2015. Comunicare: *Developing a Skills-Based Syllabus for Business Students*
33. **Octombrie 2015**, ICODECON, Kalamata, Greece. Comunicare: Ciortescu E, Cecal A. *Dealing with Communication Barriers in Business Meetings - Focus on Intercultural Aspects*
34. **Mai 2016**, Conferința internațională "Education, Research and Development in the Global World" "Alexandru Ioan Cuza" University, Faculty of Economics and Business Administration, LSP Unit, Iași. Comunicare: *"The Danger of Stereotyping in Teaching Intercultural Communication"*
35. **Mai 2016**, Conferința internațională Globalization, Intercultural Dialogue and National Identity, ALPHA Institute for Multicultural Studies "PETRU MAIOR" University of Tîrgu Mureș "GHEORGHE ȘINCAI" Institute, Romanian Academy, Tîrgu Mureș. Comunicare: *Dealing with Written Communication in Business English Classes*
36. **Octombrie 2016**, Ciortescu, E. Comunicare: *Successful Business Communication – Some Intercultural Tips* Communication, Context, Interdisciplinarity. Communication. "Petru Maior" University, Tîrgu Mureș
37. **Aprilie 2017**, Ciortescu, E. Comunicare: *Business Communication – British and German Perspectives*. Conferința internațională LUMEN RSACVP 2017, Suceava + Iasi, Romania & Cernivtsi, Ukraine
38. **Octombrie 2017**, Ciortescu E. Comunicare: *Successful Rhetoric in Business – Some Tips*. GEBA, FEAA, UAIC

PUBLICAȚII:

Cărți:

1. **Cojocaru, E.** (coautor), *Business English Practice Workbook*, editura Demiurg, Iași, 2008
2. **Ciortescu, E.**, *The Impact of Significant Economic, Political and Social Events on Arthur Miller's Work*, editura Universitaria, Craiova, 2012

Lista articole ISI:

TRANSFORMING PROPERTY IN CENTRAL AND EASTERN EUROPEAN COUNTRIES

Author(s): Mursa, GC (Mursa, Gabriel Claudiu); Iacobuta, AO (Iacobuta, Andreea-Oana); Ciortescu, E (Ciortescu, Elena)
Source: TRANSFORMATIONS IN BUSINESS & ECONOMICS Volume: 13 Issue: 3C Pages: 496-512 Published: 2014

TEACHING COMMUNICATION SKILLS TO BUSINESS STUDENTS - PRESENTATIONS

Author: Ciortescu, E (Ciortescu, Elena). Edited by: Boldea I. Source: STUDIES ON LITERATURE, DISCOURSE AND MULTICULTURAL DIALOGUE: COMMUNICATION AND PUBLIC RELATIONS Pages: 239-243 Published: 2013

Listă articole în publicații indexate BDI:

1. Lupu, O., **Cojocaru, E.** *Reporting Corporate Social Responsibility: the Content Analysis of CEO Statements in Romanian Annual Reports*, Analele Științifice ale Universității Al. I. Cuza, Științe Economice, număr special, Editura Universității Al. I. Cuza, 2010 **BDI**
2. Apostoae, M., **Ciortescu, E.** *Central Banks' Unconventional Policies within the Context of the most Critical Global Financial Crisis of the 21st Century*. Ovidius University Annals, Economic Sciences Series, Volume XI, Issue 2/2012 (1582-9383), **BDI (REPEC, DOAJ)**
3. Mihai, O., **Ciortescu, E.** *An Insight into Stakeholder-led CSR Communication*. Studii de Cercetări Filologice. Seria Limbi Străine Aplicate, Nr. Vol. XI 2012, pp 177-182 **BDI** (Directory of Open Access Journals **DOAJ**)ISSN 1583-2236
4. **Ciortescu, E.**, *Teaching Communication Skills in Business English Classes – an Overview*. International Journal of Business Communication Research, Volume 2, Issue 3 July/ September 2012, ISSN: 2246-9265, pp 219-223 **BDI (Index Copernicus, DOAJ, EBSCO, PROQUEST,GIF)**
5. **Ciortescu, E.**, *Letter Writing – a Key to Successful Business Communication*. International Journal of Communication Research, Volume 2, Issue 4 October/ December 2012, ISSN: 2246-9265, pp 352-355 **BDI (Index Copernicus, DOAJ EBSCO, ProQuest, GIF)**
6. **Ciortescu, E.**, *The Archbishop's Ceiling – Life as Theatre*. Theatrical Colloquia, Volume 15, June 2013, ISSN: L1584-4927 (online- ISSN 2285-5912), pp. 248-258 **BDI (CEEOL, SCPIO)**
7. **Ciortescu, E.** *Family Values in Crisis – Arthur Miller's Perspective*. Theatrical Colloquia, Volume 16/2013, ISSN–L 1584 – 4927 (online- ISSN 2285 – 5912), pp. 237-248 **BDI (CEEOL, SCPIO)**
8. **Ciortescu, E.** *Changing Places in a Globalized World – Intercultural Issues*. International Journal of Communication Research, Volume 4, Issue 2 April/ June 2014, ISSN: 2246-9265, ISSN-L 2246 – 9265, pp 38-41, **BDI (Index Copernicus, DOAJ EBSCO, ProQuest, GIF)**

9. **Ciortescu, E. Dabija, I.** *The Complexity of Theatrical Performance*. Colocvii Teatrale Vol.18, 2015, ISSN 2285 – 5912), pp. 297-300, <http://www.cceol.com/search/article-detail?id=246047>, CEEOL
10. **Ciortescu, E., Cecal, A.** *Developing a Skills-Based Syllabus for Business Students*. Revista Românească pentru Educație Multidimensională, pp.89-96, [tps://doaj.org/toc/2067-9270](https://doaj.org/toc/2067-9270), DOAJ, 2015
11. **Ciortescu, E., Cecal, A.** *Contemporary Issues in Arthur Miller's Mr Peters' Connections and Resurrection Blues: Greed and Violence*. Colocvii Teatrale Vol. 20, 2015, ISSN 2285 – 5912), pp. 213-225, CEEOL, ISSN 1584 – 4927, 2015
12. **Ciortescu, E.** *Business Communication – British and German Perspectives*. Logos Universality Mentality Education Novelty: Political Sciences and European Studies, Vol. 4, Nr. 1, 2017, ISSN Print 2284–5992, ISSN Online 2501-0417
13. **Ciortescu E.** *Laura Carmen Cutitaru's The Grammatical Brain – Review* in Bulletin of Integrated Psychiatry, year XXIII, No. 4, 2017 (Index Copernicus, DOAJ, Erich Plus, Gale Cengage, ISSN 1453-7257), p. 105-110

Listă lucrări publicate în volume ale conferințelor

1. **Cojocaru, E.** *The European University. A Postmodern Perspective*. "Cultural and Linguistic Diversity in a World of Global Pluralism", Iasi: editura Timpul, 2008
2. **Cojocaru, E.** *Arthur Miller's After the Fall: A Play about Personal and Public Crises*. „Language Culture and Change”, Iasi: editura Timpul, 2009
3. **Cojocaru, E.** *The Holocaust and the Americans: Arthur Miller's Broken Glass*. “Creativity and Innovation in a Culturally Diverse, Knowledge-Based Society. New Challenges for Language Teachers.” CD-ROM, București: ASE, 2009
4. Lupu, O., **Cojocaru, E.**, *Experiential Learning in Developing Business English Skills*. “Strategies for Optimizing the Quality Standard in Higher Education”, Cluj: Risoprint, 2009
5. Lupu, O., **Cojocaru, E.**, *Exploring the Relationship between Reading Competence and Specialized Vocabulary Acquisition*. “Creativity and Innovation in a Culturally Diverse, Knowledge-Based Society. New Challenges for Language Teachers.” CD-ROM, București: ASE, 2009
6. Lupu, O., **Cojocaru, E.**, *The Use of Corporate Social Responsibility Rhetoric in Annual Reports: Analysis of CEO Statements*, “Globalization and Higher Education in Economics and Business Administration”, Iași: Tehnopress, 2009
7. Lupu, O., **Cojocaru, E.**, *A Two-Fold Approach to Developing Reading Skills: Explicit versus Implicit Vocabulary Learning Strategies*, “The 21st International Conference NAV-MAR-EDU 2009”, Constanța: Editura Academiei Navale Mircea Cel Bătrân, ISSN 1843-6749, pp. 1093-1097
8. Lupu, O., **Ciortescu, E.**, Dănilă, M., *Engagement Rhetoric in CSR on Line Corporate Communication*, în vol. Conferinței The Future of Europe. The Economic and Financial Crisis Impact on the European Business Environment, Editura ASE, 2010
9. **Cojocaru, E.** *Myth and Consumerism in the Work of Arthur Miller*. „Language Culture and Change. Higher Education between Tradition and Innovation”, Iasi: editura Universității Alexandru Ioan Cuza, 2010
10. **Ciortescu E.** *Social Responsibility in Arthur Miller's All My Sons*. Language Culture and Change, Civic Engagement and Social Responsibility in a Globalized World. Editura Universitatii “Al. I. Cuza” Iasi, ISBN 978-973-703-718-3, 2011
11. **Ciortescu, E.** *The Great Depression as Moral Catastrophe in Arthur Miller's Plays*. Analele Științifice ale Universității „Alexandru Ioan Cuza”, Limbi și Literaturi Străine, Tomurile XIII-XIV/2010-2011, ISSN 1841-916X, Editura Universității „Alexandru Ioan Cuza” Iași, 2011
12. **Ciortescu, E.** *Arthur Miller – the Guardian of American Dreams*. Supliment la Tomul XIV al Analelor Științifice ale Universității „Alexandru Ioan Cuza”, Limbi și Literaturi Străine, ISSN 1841-916X, Editura Universității „Alexandru Ioan Cuza” Iași, 2012
13. **Ciortescu, E.** *Arthur Miller's Finishing the Picture: Art as Business*. “Youth on the Move. Teaching Languages for International Study and Career-Building”. International Conference the Synergy of Communication, ASE Bucharest, ISSN 2284-6654, 2012
14. **Ciortescu, E.**, Mihai O., *Arthur Miller's Resurrection Blues: Media and Contemporary Values*. “Youth on the Move. Teaching Languages for International Study and Career-Building”. International Conference the Synergy of Communication, ASE Bucharest, ISSN 2284-6654, 2012

15. **Ciortescu, E.**, *Dealing with Levels of Formality in Business Communication*. Communication, Context, Interdisciplinarity. Studies and Articles. Vol. III. Section: Communication. "Petru Maior" University Press, Editor: Iulian Boldea, ISBN: 2069-3389, pp. 271-76, 2014
16. **Ciortescu E, Cecal A.**, ICODECON, Kalamata, Greece. *Dealing with Communication Barriers in Business Meetings - Focus on Intercultural Aspects* in ICODECON, Conference proceedings, ISBN 978-618-82146-1-3, pp. 237-241
http://www.icodecon.com/images/docs/BOOKOF_proceedings_with-cover.pdf
17. **Ciortescu, E.** *Dealing with Written Communication in Business English Classes*. The Proceedings of the International Conference Globalization, Intercultural Dialogue and National Identity 3. Social Sciences Section. Studies on the Strategies of Intercultural Dialogue / ed.: Iulian Boldea - Tîrgu-Mureş : Arhipelag XXI, 2016 ISBN 978-606-8624-03-7, Arhipelag XXI Press, 2016, pp 459 - 465
18. **Ciortescu E.**, *Key Aspects in Teaching Intercultural Communication – an Introduction*. Enticing Cultures: Travel and Intercultural Communication in Europe, edited by Oana Cogeanu, editura Universitatii Alexandru Ioan Cuza, ISBN: 978-606-714-278-5, Iasi 2016
19. **Ciortescu, E.** *Successful Business Communication – Some Intercultural Tips* Communication, Context, Interdisciplinarity. Studies and Articles. Vol. III. Section: Communication. "Petru Maior" University Press, Editor: Iulian Boldea, ISBN: 2069-3389, pp. 271-76, 2016

MEMBRU IN EDITORIAL BOARD:

- *EJES – Eastern Journal of European Studies*, Centrul de Studii Europene, Universitatea "Alexandru Ioan Cuza", Iași (ejes.uaic.ro)
- *CES Working Papers*, Centrul de Studii Europene, Universitatea "Alexandru Ioan Cuza", Iași (ceswp.uaic.ro)
- *International Journal for QUALITY IN HIGHER EDUCATION INSTITUTIONS – QHEI*, Universitatea "Alexandru Ioan Cuza", Iași (quality.uaic.ro)

COLABORATOR ÎN PROIECTE DE CERCETARE:

- Centrul de Excelență Jean Monnet în Studii Europene
http://www.cse.uaic.ro/Jean_Monnet/index.htm (EJES)
- Jean Monnet Chair Ad Personam Grant no. 013-3015/001 001 "EU Sustainable development, regional cohesion and European policies" http://www.cse.uaic.ro/Jean_Monnet/Adpersonam/index.html
- "MCFC-CONTEX" – MCFC Catalyst and Stack Component Degradation and Lifetime: Fuel Gas Contaminant Effects and Extraction Strategies) JTI: Cleansky/ENIAC/FCH/IMI/ARTEMIS, JTI 03/2010 (30.11.2010-15.12.2012), în cadrul Centrului de Concepție Cercetare Proiectare Echipamente Termoenergetice OVM ICCPET Oskar von Miller, București
<http://uefiscdi.gov.ro/articole/2503/Proiecte-de-tip-JTI-cu-parteneri-romani.html>
- Expert pe termen scurt formare în cadrul proiectului: „**Prin burse doctorale spre o nouă generație de cercetători de elită**”. Proiect cofinanțat din Fondul Social European prin Programul Operațional Sectorial Dezvoltarea Resurselor Umane 2007 – 2013. Axa prioritară 1 „Educația și formarea profesională în sprijinul creșterii economice și dezvoltării societății bazate pe cunoaștere”, domeniul major de intervenție 1.5 „Programe doctorale și post-doctorale în sprijinul cercetării”. Contract POSDRU/187/1.5/S/155397
- **2017-2020 Membru Proiect MIECAT** *Methodology of Interpretation of European Cultural Heritage through Attractions in Tourism - Elaborarea unei metodologii de interpretare a moștenirii culturale europene prin intermediul turismului*