



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

Europass Curriculum Vitae



Personal information

First name/ Surname

Adriana ZAIȚ

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Nationality

Romanian

Date of birth

November 1st, 1967

Gender

F

Work experience

Dates

2017-present; 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 Resesearch 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

Principal subjects/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), SPSS

Driving licence

Driving licence type B, since 1996

Additional information

References available on request

Annexes

I - List of selected publications ; II - List of doctoral theses coordinated

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 (see Annex II)

Courses taught: Marketing (BA), Direct Marketing (BA), Services Marketing (BA), Public Relations (Master), Business Research Methods (BA and Master), Qualitative research methods (Doctoral School)

Research interests: Academics' motivation for research, Academic research productivity, Quantitative-Qualitative debate in Research methodology, Formative versus reflective measurement scales, Entrepreneurial orientation – antecedents and consequences, Managerial relevance of academic research, Corporate social responsibility

Coordinator of three research projects and team member in four research projects. Expert in seven POSDRU projects (doctoral and postdoctoral studies). Project evaluator at national level (CNCSIS and UEFISCDI).

Adriana Zait profile from Google Scholar (630 citations on November 11, 2019): <http://scholar.google.ro/citations?user=V-gU0EAAAAJ&hl=ro> and on Research Gate: https://www.researchgate.net/profile/Adriana_Zait

Annex I
List of selected publications

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

1) Citizen engagement in the “post-truth era

By Andreia Gabriela Andrei, Adriana Zait, Claudia Stoian, Oana Tugulea, Adriana Manolica, Kybernetes, ISSN: 0368-492X, Publication date: 29 July 2019, <https://doi.org/10.1108/K-03-2019-0178>

2) Exploring the role of civilizational competences for smart cities' development

By: Zait, Adriana, TRANSFORMING GOVERNMENT- PEOPLE PROCESS AND POLICY (WOS – ESCI), Volume: 11 Issue: 3 Pages: 377-392 Published: 2017.

3) Title [Word of mouth generation and brand communication strategy: findings from an experimental study explored with PLS-SEM](#), Andrei, Andreia; Zait, Adriana; Vatamanescu, Elena-Madalina; Pinzaru, Florina, *Industrial Management & Data Systems*, Q1, Impact factor 1.226, AIS 0.785. Vol 117, Iss. 3, 2017, DOI: <http://dx.doi.org/10.1108/IMDS-11-2015-0487>, Impact factor 1.226.

4) Exploring the Practice of Making Informal Payments in the Health Sector: Some Lessons from Greece

By: Horodnic, Adrian V.; Williams, Colin C.; Polese, Abel; et al., Edited by: Polese, A; Williams, CC; Horodnic, IA; et al. INFORMAL ECONOMY IN GLOBAL PERSPECTIVE: VARIETIES OF GOVERNANCE Book Series: International Political Economy Series Pages: 157-172 Published: 2017

5) Title: [Motivation and research productivity in a university system undergoing transition](#)

IA Horodnic, A Zait, Research Evaluation, 1-11, 2015. (Q1, Impact factor 1.338, AIS 1.822, rank 31 out of 84 – yellow zone; red zone In 2017)

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

Author(s): Chelariu, C; Brashear, TG; Osmonbekov, T, Zait, A
Source: **JOURNAL OF BUSINESS & INDUSTRIAL MARKETING** Volume: 23 Issue: 6 Pages: 405-415 Published: 2008 (Impact factor 0.907, relative influence score 0.38)

7) Title: [Lonely thoughts on the meaning of education](#)

Author(s): Zait, A
Source: **JOURNAL OF ORGANIZATIONAL CHANGE MANAGEMENT** Volume: 19 Issue: 6 Pages: 780-782
Published: 2006 (impact factor 0.744, relative influence score 0.42)

8) Title: Are Consumers Willing To Support Social Responsible Companies? Insights From An Eastern European Country

By: Bradu, Cosmina Paula; Zait, Adriana, Edited by: Martin, C; Marasova, J
Conference: 21st Int Sci Conf of PGV Network - For Stronger Europe Renovation of the Economic, Entrepreneurial, Political, Teritorial and Educational Structures Location: Banska Bystrica, SLOVAKIA Date: SEP 10-11, 2015
Sponsor(s): Matej Bel Univ, Fac Econ, POUR UNE EUROPE FORTE, RENOVER LES STRUCTURES ECONOMIQUES, ENTREPRENEURIALES, POLITIQUES, TERRITORIALES ET EDUCATIVES Pages: 91-+ Published: 2016

9) Efficient Use Of Behavioral Tools To Reduce Electricity Demand Of Domestic Consumers

By: Elbaz, Shimon; Zait, Adriana, SCIENTIFIC ANNALS OF ECONOMICS AND BUSINESS Volume:63 Supplement: 1 Pages: 89-107 Published: DEC 2016.

10) Conceptualization And Operationalisation Of Specific Variables In Exploratory Researches - An Example For Business Negotiation

By: Zait, Adriana, SCIENTIFIC ANNALS OF ECONOMICS AND BUSINESS Volume: 63 Issue: 1 Pages: 117-123
Published: MAR 2016

12) Title: Present Issues In Entrepreneurship - A Synthesis Of Antecedents And Consequences At Individual, Organizational And Societal Level

By: Zait, Adriana; Berteau, Patricea Elena; Andrei, Andreia Gabriela

Prof.dr. Adriana ZAIT

Edited by: Martin, C; Marasova, J, Conference: 21st Int Sci Conf of PGV Network - For Stronger Europe Renovation of the Economic, Entrepreneurial, Political, Teritorial and Educational Structures Location: Banska Bystrica, SLOVAKIA Date: SEP 10-11, 2015, Sponsor(s): Matej Bel Univ, Fac Econ
POUR UNE EUROPE FORTE, RENOVER LES STRUCTURES ECONOMIQUES, ENTREPRENEURIALES, POLITIQUES, TERRITORIALES ET EDUCATIVES Pages: 100-+ Published: 2016

13) Exploring Academics' Intentions For Doing Research And Publishing

By: Horodnic, Ioana Alexandra; Zait, Adriana; Apetrei, Andreea; et al.
Edited by: Bratianu, C; Zbucnea, A; Pinzaru, F; et al., Conference: 4th International Academic Conference Strategica Location: Bucharest, ROMANIA Date: OCT 20-21, 2016
STRATEGICA: OPPORTUNITIES AND RISKS IN THE CONTEMPORARY BUSINESS ENVIRONMENT Book Series: Strategica Pages: 333-346 Published: 2016

14) Why Extending Examination With Non-Parametric Approaches? Insights From A Study On Advertisement's Effectiveness

By: Andrei, Andreea Gabriela; Zait, Adriana; Vatamanescu, Elena-Madalina
Edited by: Bratianu, C; Zbucnea, A; Pinzaru, F; et al., Conference: 4th International Academic Conference Strategica Location: Bucharest, ROMANIA Date: OCT 20-21, 2016, STRATEGICA: OPPORTUNITIES AND RISKS IN THE CONTEMPORARY BUSINESS ENVIRONMENT Book Series: Strategica Pages: 347-358 Published: 2016

15) Title: [How reliable are measurement scales? External factors with indirect influence on reliability estimators](#)
G Ursachi, IA Horodnic, A Zait, Procedia Economics and Finance 20 (1), 679-686, 2015.
<http://www.sciencedirect.com/science/article/pii/S2212567115001239>

16) Title: [Youths' trust in banking. An exploratory study among Romanian consumers](#)

Andrei, Andreea Gabriela; Zait, Adriana; Vatamanescu, Elena-Madalina
Conference: International Conference on Euro and the European Banking System - Evolutions and Challenges Location: Univ Iasi, Fac Econ & Business Adm, Iasi, ROMANIA Date: JUN 04-06, 2015
EURO AND THE EUROPEAN BANKING SYSTEM: EVOLUTIONS AND CHALLENGES Pages: 25-34 Published: 2015

17) Title: [Branding insights: an interdisciplinary journey from perception to action](#)

Andrei, Andreea Gabriela; Zait, Adriana
Conference: 2nd Strategica International Academic Conference Location: Bucharest, ROMANIA Date: OCT 02-03, 2014
Sponsor(s): Natl Univ Polit Studies & Publ Adm, Coll Management
STRATEGICA: MANAGEMENT, FINANCE, AND ETHICS Book Series: Strategica Pages: 593-604 Published: 2014

18) Title: [Financial Literacy - conceptual definition and proposed approach for a measurement instrument](#), Autori Adriana Zait, Patricia Elena Berteau, Data publicării 2014, Conferință MONETARY, BANKING AND FINANCIAL ISSUES IN CENTRAL AND EASTERN EU MEMBER COUNTRIES: HOW CAN CENTRAL AND EASTERN EU MEMBERS OVERCOME THE CURRENT ECONOMIC CRISIS? ISI Proceedings, Volumul,2, Pagini 308-315

19) Title: [Organizational innovation - significant factorial connections](#)

Author(s): Spalanzani Alain; Zait Dumitru; Zait Adriana
Conference: 4th International Conference on Globalization and Higher Education in Economics and Business Administration Location: Alexandru Ioan Cuza Univ, Iasi, ROMANIA Date: OCT 21-23, 2010
Source: PROCEEDINGS OF THE IVTH INTERNATIONAL CONFERENCE ON GLOBALIZATION AND HIGHER EDUCATION IN ECONOMICS AND BUSINESS ADMINISTRATION - GEBA 2010 Pages: 485-490 Published: 2011

20) Title: [University research triangle- academic evaluation criteria, scientific rigour and perceived practical relevance](#)

Author(s): Zait, A
Conference Information: **6th International Seminar on the Quality Management in Higher Education**, Date: JUL 08-09, 2010 Tulcea ROMANIA Source: **QUALITY MANAGEMENT IN HIGHER EDUCATION, VOL 2** Pages: 327-330
Published: 2010

21) Title: [A double perspective on academic research results - what do academics and practitioners think about?](#)

Author(s): Zait, A
Conference Information: **4th International Conference on Business Excellence**, Date: OCT 16-17, 2009 Brasov ROMANIA , Source: **PROCEEDINGS OF THE 4TH INTERNATIONAL CONFERENCE ON BUSINESS EXCELLENCE, VOL 2** Pages: 301-303 Published: 2009

BDI articles (selection)

Prof.dr. Adriana ZAIT

- 1) A Zait, Research Approaches and Performance of Academics – Potential Epigenetics’ Explanations, Network Intelligence Studies, 7-10, 2018.
- 2) S.Elbaz, A Zait, Factors Decreasing Household Electricity Demand–A Qualitative Approach, SEA-Practical Application of Science, 59-67, 2018.
- 3) S Elbaz, A Zait, Efficient Use of Behavioral Tools to Reduce Electricity Demand of Domestic Consumers, Scientific Annals of Economics and Business 63, 2017.
- 4) D Zaiț, A Zaiț, Issues Of Organizational Culture In Romania–A Case Study, Review Of Economic And Business Studies, 2016.
- 5) Adriana Zait, Conceptualization and operationalisation of specific variables in exploratory researches–an example for business negotiation, Scientific Annals of Economics and Business 63 (1), 2016, 125-131 DOI: [10.1515/aicue-2016-0009](https://doi.org/10.1515/aicue-2016-0009).
- 6) Corina Cara, Tudor Tocila, Adriana Zaiț, Exploring PhD Students’ concerns regarding doctoral programs in economics and business administration, Review of Economics and Business Studies 8 (2), 33-45. <http://www.rebs.ro>
- 7) Andreia Andrei, Adriana Zaiț, Perceptions of warmth & competence in online networking: an experimental analysis of a company launch, Review of Economics and Business Studies, Volume 7, Issue 1, pp.11-29, 2014, <http://www.rebs.ro> .
- 8) Berteza Patricia, Zaiț Adriana, Response Styles In Cross-Cultural Research–Evidence From Historical Regions, Cross Cultural Management Journal, 2014, http://www.cmj.bxb.ro/Article/CMJ_5_2.pdf .
- 9) Oana Cătălina Vicol, Adriana Zaiț, A COUNTRY'S IMAGE AS TOURIST DESTINATION FOR EXTERNAL INTERMEDIARIES - AN INSTRUMENTAL RESEARCH, Review Management & Marketing București, March 2014, <http://www.managementmarketing.ro/> .
- 10) Crina Anișoara Lica, Adriana Zaiț, Possible effects of promotional journalism on consumers’ attitudes – an experimental research, Revista Română de Marketing (www.revistademarketing.ro), 2014, vol.1, pages 2-25.
- 11) Patricea Berteza, Adriana Zaiț, SCALE VALIDITY IN EXPLORATORY STAGES OF RESEARCH, *Management and Marketing Journal*, 2013, vol. XI, issue 1, pages 38-46.
- 12) Patricea Elena Berteza, Adriana Zaiț, "THE RELATIONSHIP BETWEEN PERCEIVED RISK AND INTENTION TO ADOPT E-COMMERCE - A PILOT STUDY OF POTENTIAL MODERATORS", Journal Market (TRZISTE), Zagreb, Year 25, Number 2, 2013 indexed in Scopus, Elsevier, Ideas Repec, Ulrich’s, Doaj, <http://www.efzg.unizg.hr/trziste>.
- 13) Adriana Zaiț, Patricia Elena Berteza, Methods for testing discriminant validity, Revista de Management & Marketing Craiova, <http://www.mnmk.ro> (5 BDI, B+), vol IX, iss.2, pg.217-224, 2011.
- 14) Alain Spalanzani, Dumitru Zaiț, Adriana Zaiț, Organizational innovation – significant factorial connections, Analele UAIC – Secția Științe Economice (5 BDI, B+), special number 2011, <http://saaic.feaa.uaic.ro/index.php/saaic>.
- 15) Dumitru Zaiț, Adriana Zaiț, "Research Anticipation : the Methodological Choice", Review of International Compared Management, vol.10, nr.5/2009, <http://www.rmci.ase.ro>, included in REPEC, CABELL’S, ULRICH’S, INDEX COPERNICUS – Journals Master List.
- 16) Adriana Zaiț, Management and marketing university education. Opinions and trust levels of different public categories, Management & Marketing București, Vol.1, iss.3, 2006, <http://www.managementmarketing.ro/>

Articles in SSRN (*download hierarchy - ctrl-click on link for details*)

- 1) Adriana Zaiț, Claudia Bobâlcă, Oana Anton, Adrian Monoranu, [Sustainable Development Challenges and the Position of Romanian Enterprises Towards Green Marketing](#)
- 2) Adriana Zaiț, [Higher Education Marketing: Stakeholders' Perceptions, Degree of Trust and Desired Student Abilities - Case of Romania \(Preliminary Raw Results\)](#) |

Prof.dr. Adriana ZAIT

- 3) Cristian Chelariu, Adriana Zaiț, [Effects of Homophily and Gender-Product Congruency on Word-of-Mouth Influence - General Overview and Proposed Experimentation](#)
- 4) Adriana Zaiț, [Criteria of 'Nominal' and 'Real' Convergence of Managerial Abilities in the Enlarged Europe: Cohesion or Diversity?](#)
- 5) Adriana Zaiț, [The Place of the Romanian Student in Europe: Expectations, Attitudes and Motivations](#)
- 6) Adriana Zaiț, [What Should Romania Expect for? A Few Comments on the Subjects of Convergence, Cohesion and Divergence in the EU](#)
- 7) Adriana Zaiț, Daniela Iosub, Ioana Alexandra Ursachi, [Speaking 'Researchish' after the Crisis - The Need for a Common Language in Socio-Economic Researches](#)
- 8) Adriana Zaiț, [Academic Research: Motivating Factors and Managerial Relevance – An Intercultural Perspective. Literature Review, Partial Exploratory Results and Future Research Design](#)

Articles in volumes of international conferences (selection)

1. Adriana Zaiț, “How do we raise smart cities? An essay on the role of civilizational competences”, *International Conference Central and Eastern European e|Dem and e|Gov Days 2016, on the subject “Multi-Level (e)Governance: Is ICT a means to enhance transparency and democracy?”*, Budapest, 2016.
2. George Ursachi, Ioana Horodnic, Adriana Zaiț (2013), “HOW RELIABLE ARE MEASUREMENT SCALES? EXTERNAL FACTORS WITH INDIRECT INFLUENCE ON RELIABILITY ESTIMATORS”, Conferința Internațională GEBA, octombrie 2013, Iași.
3. Ioana Alexandra Horodnic, Adriana Zaiț (2013), "Analyzing the motivation-productivity relationship in order to increase the visibility of research: Romanian case", GIKA Conference, 10-11 July, Spain.
4. Adriana Zaiț (2012), “Could university entrepreneurial orientation and academic research performance be related? Conceptual analysis and proposed research design”, în volumul “L’entrepreneur face aux politiques publiques europeenes”, Ed. PGV/Isla Campus Lisboa, ISBN 978-989-95523-2-6, pp.512-522.
5. Adriana Zaiț (2012), "Do research evaluation systems favor the development of an entrepreneurial orientation in universities? A case study on Romania", Conferința GEBA, Iași, octombrie 2012.
6. Adriana Zaiț (2011), Possibilités d’accroître la compétitivité d’un pays par l’éducation financière – proposition d’un instrument de mesure, volumul Conferinței Internaționale PGV, Grenoble, Franța, septembrie 2011.
7. Adriana Zaiț (2011), Vers une démarche de type Modèle d’Acceptation de la Recherche pour améliorer la compétitivité des universités, Conferința PGV Grenoble, Franța, 2011.
8. Zaiț Dumitru, Zaiț Adriana, Spalanzani Alain (2011), "Factorial Connections in the Organizational Innovation: Proposed Systemization", online volume of the E-Leader Conference at Zagreb, Croatia, <http://www.g-casa.com>, indexed by US Library of Congress, ISSN 1935-4819, Chinese American Scholars Association, New York, New York, USA, June 2011.
9. Patricea Berteau, Adriana Zait (2011) “Reflective versus formative measurement models for perceived risk”, volume (blind-review selection process) of EMAC Regional Conference, Iași, 21-23 septembrie 2011.
10. Adriana Zaiț (2010), Effets de la crise mondiale sur la recherché academique et la competitivite des universites, volumul La crise mondiale et les perspectives de reprise dans l’Union Europeenne Université d’Economie de Prague, Cehia, septembrie 2010, p.203-216, ISBN 978-80-245-1684-4.
11. Adriana Zaiț (2010), “Quo vadis doctoral marketing education? Reflection issues, controversies and debates – focus on the romanian case”, GEBA 2010, Iași, Romania.
12. Adriana Zaiț, (2010) Doctoral Schools – A comparative view of PhD types and main challenges, volumul Inovare și dezvoltare în programele doctorale și graduale universitare pentru adaptarea

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- cercetării științifice la nevoile societății cunoașterii, ISBN 606-13-0146-4, Ed. PIM, 2010, pg.324-333.
13. Adriana Zait, "Les enjeux des projets de recherche en equipes multiculturelles", în Monografia internațională "Les defis du developpement durable : politiques industrielles et commerciales dans l'Union Europeenne" (redaction Claude Martin și Jaroslav Kita), Edition de l'Universite Economique de Bratislava, Slovacia, septembrie 2009, ISBN 978-80-225-2801-6. (volum internațional cu selecție de tip blind review)
14. Adriana Zait, Claudia Bobâlcă, Oana Anton, Adrian Monoranu, "Les defis du developpement durable pour la communication marketing des PME roumaines", în Monografia internațională "Les defis du developpement durable : politiques industrielles et commerciales dans l'Union Europeenne" (redaction Claude Martin și Jaroslav Kita), Edition de l'Universite Economique de Bratislava, Slovacia, septembrie 2009, ISBN 978-80-225-2801-6., p.469-478. (volum internațional cu selecție de tip blind review)
15. Adriana Zait, "Marketing academic research - musings on university criteria of evaluation and perceived managerial relevance", GEBA Conference, 21-23 octombrie 2009, Iași.
16. Adriana Zait, "Les enjeux des projets de recherches en equipes multiculturelles – les differences culturelles et la reussite des projets internationaux", Management & Gouvernance. Entreprises – Territoires – societes, nr.2/2009 (revistă franceză).
17. Adriana Zait, « Les universites et les clusters: binom du developpement regional competitif », volumul celei de-a XIV-a Conferințe Internaționale PGV "La competitivite des entreprises, des territoires et des Etats d'Europe", WAE, Poznan, Polonia, 2008, ISBN 978-83-7417-356-8.
18. Adriana Zait, « Externalități de localizare/specializare (MAR) și urbanizare/diversificare (JACOBS) în modelele de convergență reală, Management Intercultural, nr.17/2008, Iași.
19. Adriana Zait, "Convergence et divergence des regions: une revue de la litterature", publicat în volumul cu ISBN 978-989-955523-0-2 al celei de-a XIII-a Conferințe Internaționale PGV cu tema "L'Europe et le developpement regional. Politiques communautaires, entrepreneuriat et mobilisation de la societe civile", 20-21 septembrie 2007, Lisabona, Portugalia
20. Adriana Zait, 2005, Valorisation des resultats de la recherche universitaire.cas des Facultes d'Economie et Administration d affaires, Volume Onzieme Conference Internationale PGV, p.383-395, Tipografia Antolini, Terni, Italia;
21. Adriana Zait, Dumitru Zait, 2004, La specificite culturelle dans la communication d affaires Est-Ouest, Volumul CEDIMES - Coloque International d Alexandrie, Alexandria, Egipt;
22. Adriana Zait, 2003, Consumatorul roman - intre resemnarea mioritica si actiunea conforma acquis-ului comunitar, Volumul 31 din Colectia Biblioteca Bancii Nationale cu titlul Noii Economisti despre Tranzitia in Romania, p.535-559, Editura Enciclopedica, Bucuresti, ISBN 973-45-0444-4;
23. Adriana Zait, 2003, Knowledge Management, Innovation et Transfert dans les Universites, Volume L innovation dans l Europe elargie, Actes de la IX-eme Conference Internationale PGV, p.463-470, Edition Academique tsenov, Svishtov, Bulgaria, ISBN 954-23-0153-7;
24. Thomas Brashear, Cristian Chelariu, Elzbieta Lepkowska-White, Adriana Zait, 2001, Perceptions of Retailing and Marketing Practices in a Transitional Economy, European Institute of Retailing and Services Studies, 8th Recent advances in Retailing and Services Science International Conference Proceedings, Vancouver, Canada.
25. Adriana Zait, Dumitru Zait, 2001, Essay on the Romanian transitional management, Galileu-Revista de Economia e Direito, vol.VI, nr.2, p.133-142, Lisabona, Portugalia, ISSN 0873-495X;
26. Talai Osmonbekov, Thomas Brashear, Cristian Chelariu, Adriana Zait, 2000, The Impact of Culture on Entrepreneurial Orientation: the Mediating Role of Locus of Control, Society for Marketing Advances Conference Proceedings, Florida, SUA;

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27.Talai Osmonbekov, Cristian Chelariu, Adriana Zait, 2003, Entrepreneurial Predisposition in the Postsocialist Economies: The Impact of Cultural Antecedents, International Sociology Conference Proceedings, Bishkek, Kyrgystan;

28.Cristian Chelariu, Adriana Zait, 2001, some key issues in consumer behavior - overview of studies, variables and methods, Volumul The Challenges of the Economic Science and Education in the beginning of 21st Century, p.33-39, Tsenov Academy Publishing House, Svishtov, Bulgaria, ISBN 954-23-0055-7 (T.2).

Books

1. D Zait, A Spalanzani, A Zait, 2015, Constructia strategica a cercetarii. Optiuni metodologice intre logic si euristic, Editura Sedcom Libris, 376 pag., ISBN 9789736700859.
2. Adriana Zait, Oana Carmen Anton și Oana Olaru, 2006 – Marketing direct, 251 pagini, din care A.Z 177 pagini, Editura Sedcom Libris, Iași, ISBN (10) 973-670-207-3 și (13) 978-973-670-207-5.
3. Adriana Zait, 2004, 2002, Marketingul serviciilor, 281 pagini, Editura Sedcom Libris, Iasi, ISBN 973-670-072-0 ,editia a II-a si editia I, ISBN 973-8353-39-4;
4. Adriana Zait, 2004, 2003, Relatii publice, 179 pagini, Editura Sedcom Libris, Iasi, ISBN 973-670-071-2, editia a II-a si editia I ISBN 973-8353-57-2;
5. Adriana Zait, 2000, Elemente de Marketing Direct, 159 pagini, Editura Economica, Bucuresti, ISBN 973-590-271-0);
6. Adriana Zait, 2000, Echilibru sau dezechilibru economic?, 278 pagini, Editura Universitatii Alexandru Ioan Cuza, Iasi, ISBN 973-9312-64-0 (**Prize of the Romanian Academy - Premiul Academiei Romane in 2002**);

Book chapters

- 1) Exploring the Practice of Making Informal Payments in the Health Sector: Some Lessons from Greece, AV Horodnic, CC Williams, A Polese, A Zait, L Oprea, 2017, chapter in The Informal Economy in Global Perspective: Varieties of Governance, Palgrave MacMillan, 157.
- 2) Coordonare Corneliu Munteanu - colectiv de autori, 2006, Marketing. Principii, practici,orizonturi, 25 pagini din 277, Editura Sedcom Libris, Iasi, ISBN (10) 973-670-167-0; (13) 978-973-670-167-2; reeditare 2010.
- 3) Coordonare Dumitru Zait-colectiv de autori, 2002, Management Intercultural.Valorizarea diferentelor culturale, capitolul Dimensiuni interculturale ale marketingului, 12 pagini si capitolul Probleme metodologice si erori in cercetarea interculturala, 14 pagini, Editura Economica, Bucuresti, ISBN 973-590-510-8.

National research projects - director

1. Proiect CNMP, Program 4, “COMINOVATIV”, cod 92090, director pentru Partener Iași, 2008-2011, total ani Iași = 300000 Ron
2. SEPEX - Postdoctoral Excellence School in Business Administration Studies, Module MAGMA – Advanced Research in Management and Marketing, Proiect CEEX, Modul II, tip cercetare postdoctorala, cod PD6, 166.015 RON anual,2006-2008.

National research projects – team member

1. Economic convergence and knowledge impact within the EU integration, proiect CEEX, Modul I, 1.5 mil. RON, 2006-2009.
2. Knowledge management and Western-Eastern technological transfer, grant CNCSIS tip A, tema 55, cod 1380, 18 mii euro, 2003-2005.
3. Impact of intercultural management on business sciences and economic cooperation, grant CNCSIS tip A, tema 54, cod 21, 12 mii euro, 2001-2003.

Prof.dr. Adriana ZAIT

4. SADM – Doctoral School of Management-Marketing, program tip D finantat de Banca Mondiala, 100 mii euro, 1998-2000.

International research projects – director

1. Managerial and informational instruments for boosting research in universities
PN-III-P3-3.1-PM-RO-MD-2016-0224, Inform (RO-MD)

Expert – 5 POSDRU Projects (doctoral and postdoctoral research)

Prizes and awards

1. *Romanian Academy Prize* - Premiul Petre S. Aurelian, Academia Romana, 2002, pentru cartea Echilibru sau Dezechilibru Economic, Editura Universitatii Alexandru Ioan Cuza Iasi, 2000.
2. Outstanding Economics Student Award, University of Nebraska at Omaha, SUA, 1994.
3. Diplomă de Excelență cu Medalie de bronz la Salonul Internațional Jubiliar al Cercetării, Invențiilor și Transferului Tehnologic « Inventica 2008 », pentru Proiectul SEPEX

Annex II

List of doctoral theses coordinated

Doctoral theses coordinated (own doctoral students, with correspondent years for their doctoral program)

Full time students

1. GRIGORAȘ C. ELENA (2007-2011): *Strategies of relational marketing for the consulting services market*
2. MOISĂ C. MIHAELA(2007-2010): *Integrated marketing communication – Interdependencies and effects for the business-to-business strategies*
3. BORTAȘ CARMEN ROXANA (2008-2011): *Efficiency of marketing communication in law courts from the North- Eastern region of Romania*
4. DIACONU PATRICEA ELENA căs. BERTEA (2008-2011): *The relationship between perceived risk in electronic commerce and buying intention – marketing analysis*
5. IANOȘ O.A. CARMEN-MONICA căs. MIHALACHE (2008-2011): *Influence of TV consumption on the materialism level of people from the North-Eastern region of Romania*
6. SPIRIDON S.C. SÎNZIANA-IOANA(2008-2011): *Online marketing – Elements predicting the position of key words in searching sessions*
7. URSACHI G. IOANA - ALEXANDRA căs. HORODNIC (2009-2012): *Analysis of the relationship motivation –performance for the marketing of academic research*
8. URSACHI G. GEORGE – MARIAN (2009-2012): *Influence factors for the value of reliability estimators in marketing researches*
9. VICOL V. OANA –CĂTĂLINA (2009-2012): *Romania’s image as tourism destination from the perspective of external intermediaries –comparative analysis*
10. GĂTEJ V. COSMINA - PAULA căs. BRADU (2010-2013): *Influence of consumers’ expectancies towards CSR on their intention to support socially responsible companies*
11. TRIFAN V. CRINA – ANIȘOARA (2010-2013): *Influence of promotional journalism on consumers’ attitude*
12. MAXIM E. ALEXANDRU (2011-2014) : *Final consumer preferences for sustainable energy sources*
13. IRINA IOANA (2012-2015): *Corporate image, consumer satisfaction and loyalty – possible senses for causal relationships*

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14. CARA CORINA (2014-2017): *Modified Elaboration Likelihood Model for Social Media*
15. TOCILĂ TUDOR (2014-2017):
16. ELBAZ SHIMON (2015-2018): *Consumer electricity demand management*
17. ŞTIR MIHAELA (2016-2019): *Influence of touch on sense of possession in online marketing*
18. ROZENTAL MOSHE CARMIT (2017-2020): *Marketing women to higher managerial positions*
19. ŞTIR MIHAELA (2017-2020): *Influence of touching interfaces on sense of possession*
20. HUŢANU ALEXANDRA (2018-2021): *Emotion and cognition in online user experience*
21. GOROVEI ALINA ALEXANDRA (2018-2021): *Artificial Intelligence companies and the illusion of happiness*
22. ROŞU MIHAI (2018-2021): *Content and affiliate marketing strategies*
23. ZETIU ANCUŢA (2018-2021): *Events in tourism branding processes*
24. ALONI TAL ROZEN (2019-2022): *Sports marketing*

Part time students

25. ALB FLORINA căs. BENŢE (2008-2013): *Marketing communication for the local public administration*
26. TALABĂ I. ELENA – MONICA(2009-2013): *Segmenting clients from the OTC pharmaceutical industry based on their customer lifetime value (CLV)*

PhD theses for which I was member in the coordinating commission of the doctoral student

1. ANDREI C. ANDREIA-GABRIELA: *Role Of Warmth And Competence Perceptions Of The Corporate Brand Within The Online Socialization Media*
2. DASCĂLU G. ELENA-LIDIA căs. ALEXA: *Urban Marketing And Its Impact On The Competitiveness Of Urban Centers*
3. ICHIM V. COSMIN: *Analysis Of The Sustainable Energy Sources Market In Romania*
4. NISTOR F. GEORGE – CRISTIAN: *Marketing Strategies In Social Media*
5. PETRUŞCĂ I. CLAUDIA-IOANA: *Analysis Of Clients' Loyalty Towards Financial-Accounting Services Providers*
6. ŞTEFURA G. LUCIA – GABRIELA: *The Behavior Of Local Budgets' Tax Payers*
7. OBADĂ M. DANIEL – RAREŞ: *The Impact Of The Flow State From The Online Environment On A Brand's Perceived Quality*
8. VASILACHE C. SILVIU: *Factors Influencing The Behavior Of Smartphone Services Consumers*
9. GOZIGER OXANA: *IMM factors of succes in Israel*
10. GAVRA ARIADNA: *Tourism Marketing Strategy for Bucovina*
11. PESCLEVEI (CLIPA) ANCA-MARIA (2016-2018): *Subjective value and availability for future negotiations with the same employer*
12. KANTOROVITZ ORTAL (2017-2020): *Strategic Marketing in the Digitalization of Banking in Israel and its Effect on Clients' Satisfaction*
13. TETROASHVILI TAMIR LEA (2017-2020): *Organizational Change in child community preventative care services.*
14. MEZAN RACHEL (2017-2020): *Develop Insights for Managing Nursing Staff in Various Humanitarian Scenarios*
15. GRIGORAŞ ALEXANDRU (2019-2022): *Online strategies for promoting company image*