

PERSONAL INFORMATION



Oana ȚUGULEA

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✉ ciobanu.oana@uaic.ro

Sex Feminine | Date of birth 31/05/1980 | Nationality Romanian

WORK EXPERIENCE

2023 - 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

2014 – 2023

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

2011 - 2014

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

2009 - 2011

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

2006 - 2009

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
- Sector Higher Education
- 2002 **Marketing counsellor**
 - “Nord Est” Radio
 - drive sales activities
- 2003 - 2004 **Marketing economist**
 - marketing economist
 - drive sales activities
 - „Cimesrin” company
- 2005 - 2006 **Leader at Impact Club**
 - volunteership activities
 - “Noi Orizonturi” Foundation
 - Project for local community use

EDUCATION AND TRAINING

- 2022 **Habilitation Thesis**
„Consumer – Central Pillar in Business Administration”
Field: Business Administration
- 2014 - 2015 **Postdoctoral Diploma**
ISCED 6
University of Economic Studies Bucharest
PERFORMANCE AND EXCELLENCE IN DOCTORAL AND POSTDOCTORAL RESEARCH IN ECONOMICS IN ROMANIA), CONTRACT NR. POSDRU/159/1.5/S/134197
▪ Research Thesis: Aspects of Commercial Websites’ Credibility Assessment – a Manner to Drive Sales in the Knowledge Society
- 2004 - 2010 **PhD Diploma**
ISCED 6
“Alexandru Ioan Cuza” University of Iași, Faculty of Economics and Business Administration
PhD studies in Economy, Domain: Marketing
Research Thesis: Marketing in the Digital Era
ISCED 6
- 2003 - 2004 **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
- 1999 - 2003 **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

1995 - 1999 High School Diploma

"Costache Negruzzi" Highschool, Iași

Mathematics-Physics ,English intensive Specialization

ISCED 3

PERSONAL SKILLS

Mother tongue Romanian

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C1 Proficient user	C1 – Proficient user	C1 – Proficient user	C1 – Proficient user	C1 – Proficient user
French	B1 – Independent user	B2 – Independent user	B1 – Independent user	B1 – Independent user	B1 – Independent user

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 30 presentations on National/International Conferences
- Over 15 years of teaching experience in Marketing/Communication area of expertise

Training Skills:

- Diploma/Certificates: Psycho-pedagogical Courses;
- Trainer in the project "Improving highschool teachers' activity in the economic field", Contract POSDRU/87/1.3/S/63908, Project director Ph.D, Professor Dinu Airinei

Writing Communication Skills:

- Over 40 academic papers published

Organisational / managerial skills

Leadership

- "Marketing Analysis and Strategy" Master degree Specialization Tutor
- "Impact Club" leader

Computer skills

- good command of Microsoft Office™ tools
- good command of SPSS

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 and Business Administration, University „Alexandru Ioan Cuza”, Iași

PhD Prof, Constantin SASU, former Chef of Department of Management Marketing and Business Administration, Faculty of Economics and Business Administration, University „Alexandru Ioan Cuza”, Iași

PhD Prof, Andrei NEȘTIAN, Chef of Department of Management Marketing and Business Administration, Faculty of Economics and Business Administration, University „Alexandru Ioan Cuza”, Iași

Scientific Activity:

Scientific papers: over 40

National and international conferences: over 30

Scientific grants: 7 grants, 2 grants (project director) and 5 grants (member or beneficiary)

International mobilities:

June 2025 - Erasmus Mobility at ISAG, Portugal

February 2025 - Erasmus Mobility at University Gustave Eiffel, France

June 2024 - Erasmus Mobility at University of Split, Croatia

April 2024 - Erasmus Mobility at Izmir University of Economics, Turkey

April 2023 - Erasmus Mobility at University of Split, Croatia

April 2022 - Erasmus Mobility at University of Split, Croatia

June 2021 - visiting researcher at Universidad Católica de Valencia San Vicente Mártir

February 2020 – Erasmus Mobility at University of Carthage, Tunisia

May 2019 - Erasmus Mobility at University of Split, Croatia

May 2018 - Erasmus Mobility at Universidad Católica de Valencia San Vicente Mártir

May 2017 - Erasmus Mobility at University of Split, Croatia

May 2016 – Erasmus Mobility at University of Split, Croatia

May – July 2015 – University of Split, Croatia

May – June 2011 - IMTA (International Management Teachers Academy), Bled, Slovenia

July- August 2007 – University of Konstanz, Germany

ANNEXES

31/10/2025

Țugulea Carmen-Oana