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Mara Zaharia

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https://scholar.google.com/citations?user=flahahcAAAAJ&hl=en

WORK EXPERIENCE

ASSISTANT PROFESSOR – FACULTY OF ECONOMICS AND BUSINESS ADMINISTRATION, "ALEXANDRU IOAN CUZA" UNIVERSITY – 24/02/2025 – Current – IAȘI, ROMANIA

Teaching Marketing, Consumer Behavior, Marketing Projects, Bachelor's Thesis Methodology, Sales Management, and Public Relations at Bachelor's level, as well as Market Research and Marketing Strategies in Tourism, Sales Management, and Public Relations at Master's level.

COMMUNICATION AND EDUCATIONAL PROMOTION EXPERT – FDI PROJECT CNFIS-FDI-2026-F-0573, "ALEXANDRU IOAN CUZA" UNIVERSITY – 01/07/2026 – 30/09/2026 – IAȘI, ROMANIA

"Inclusion through Access, Participation, and Academic Community for Students with Disabilities" (INTEGRA-UAIC)

- Coordinating the design and implementation of activities aimed at promoting the university's educational offer.
- Developing, in collaboration with the media team, the content of informational materials used in educational promotional activities.
- Planning, organizing, and actively participating in the school outreach roadshow, ensuring the coherent, engaging, and accessible presentation of the university's study programs and facilities.

DATA ANALYST – ACTNEXT SOLUTIONS SRL – 07/11/2021 – 20/02/2025 – IAȘI, ROMANIA

- Managing and analyzing market research databases using SPSS and Excel.
- Creating market research reports.

ASSOCIATE TEACHING ASSISTANT – FACULTY OF ECONOMICS AND BUSINESS ADMINISTRATION, "ALEXANDRU IOAN CUZA" UNIVERSITY – 26/09/2021 – 20/01/2025 – IAȘI, ROMANIA

Teaching Marketing, Consumer Behavior, Marketing Projects, Bachelor's Thesis Methodology, and Public Relations at Bachelor's level, as well as Sales Management, and Public Relations at Master's level.

MEMBER OF THE RESEARCH TEAM – RESEARCH PROJECT RCC001NODAUOL001, "ALEXANDRU IOAN CUZA" UNIVERSITY – 01/08/2024 – 31/12/2024 – IAȘI, ROMANIA

"Mapping the Shadow Economy: A Systematic Review of Shadow Economy Measurement Methods and Policy Measures in Europe with a Focus on the Baltic States, Georgia, Moldova, Cyprus and Malta"
Conducting a systematic literature review and preparing a research report.

MEMBER OF THE RESEARCH TEAM – RESEARCH PROJECT PN-III-P1-1.1-TE-2019-0229, WITHIN PNCDI III, "ALEXANDRU IOAN CUZA" UNIVERSITY – 16/11/2021 – 31/10/2022 – IAȘI, ROMANIA

"Cash-in-hand consumer culture: A demand side analysis of the informal economy"
Writing scientific articles, participating at conferences and research visits, and elaborating research reports.

MARKETING ASSISTANT – VIVA FM RADIO – 16/10/2017 – 31/05/2018 – IAȘI, ROMANIA

- Maintaining communication and collaboration with clients and partners.
- Planning, organizing, and supervising marketing campaigns.
- Creating advertising layouts using Photoshop.
- Writing scripts for radio commercials.
- Scheduling radio commercials.

- Publishing press releases and articles on the radio's website.
- Managing the radio's Facebook page.

EDUCATION AND TRAINING

23/09/2021 – 16/09/2024 Iasi, Romania
PHD IN MARKETING Doctoral School of Economics and Business Administration, "Alexandru Ioan Cuza" University

30/09/2019 – 01/07/2021 Iași, Romania
MASTER'S DEGREE IN MARKETING AND BUSINESS COMMUNICATION Faculty of Economics and Business Administration, "Alexandru Ioan Cuza" University

31/08/2016 – 03/07/2019 Iași, Romania
BACHELOR'S DEGREE IN JOURNALISM AND COMMUNICATION SCIENCES Faculty of Letters, "Alexandru Ioan Cuza" University

SKILLS

Microsoft Office (Word, Powerpoint, Excel) | Google (Google Docs, Google Slide, Google Sheets, Google Meet, Google Drive) | Social Media | Facebook Ads | Instagram | TikTok Ads | Search Engine Optimization (SEO) | Social Media Optimization (SMO) | Wordpress | Teams | Skype | Zoom | Cisco WebEx | Canva Design | Prezi | Coggle | Photoshop Basic Skills | Lightroom Basic Skills | NVivo (qualitative analysis) | AtlasTi | SPSS | VOSviewer | G*Power | Voyant Tools

LANGUAGE SKILLS

Mother tongue(s): **ROMANIAN**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
FRENCH - DALF C1	C1	C1	C1	C1	C1
ENGLISH	C1	C1	C1	C1	C1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

HONOURS AND AWARDS

05/09/2024
Outstanding Paper 2024 Emerald Literati Awards – Emerald Publishing

Award for the article "Undeclared Activities on Digital Labour Platforms: An Exploratory Study" (authors: Mara Mațcu, Adriana Zaiț, Rodica Ianole-Călin & Ioana Alexandra Horodnic), published in the International Journal of Sociology and Social Policy.

05/09/2024
Outstanding Reviewer 2024 Emerald Literati Awards – Emerald Publishing

Award for reviewer contributions to the International Journal of Sociology and Social Policy.

28/09/2022
Best Paper Presenter – International Conference on Business, Economics, Law, Language & Psychology, Lisbon, Portugal

03/06/2022
Audience Award, "Ma thèse en 180 secondes" contest – Agence Universitaire de la Francophonie Europe Centrale et Orientale

22/05/2021
1st Prize, „Business Graduates Research Forum" (Section A - Literature Review) – Faculty of Economics and Business Administration

PUBLICATIONS

Corporate social responsibility and corporate moral responsibility: Historical trajectories and conceptual boundaries (2026)

Mara Zaharia & Ioana Alexandra Horodnic

The Mediating Role of Commercial FOMO Between Adolescents' Need to Belong and Psychological Distress: Advertising Implications on Mental Health (2025)

Tudor-Daniel Huțul, Mara Mațcu-Zaharia, Andreea Huțul, & Adina Karner-Huțuleac

Ready to Grip AI's Potential? Insights from an Exploratory Study on Perceptions of Human-AI Collaboration (2024)

Andreia Gabriela Andrei, Mara Mațcu-Zaharia, & Dragoș Florentin Mariciuc

Self-Employed Workers and the Achievement of the 2030 Agenda for Sustainable Development: An Overview of Their Social Benefit Entitlements across 31 European Countries (2024)

Mara Mațcu-Zaharia, Ioana Alexandra Horodnic, Colin C. Williams, & George Cristian Nistor

Addictions and Marketing in Contemporary Society: On the (Moral) Responsibility of Marketers (original title in Romanian) (2023)

Mara Zaharia. Book chapter in Karner-Huțuleac, A. & Huțul, T. (eds.), "Addictions in Contemporary Society: From Acceptance to Change" (pp. 426-438). Polirom Publishing House, Iași

Globalization of influencer marketing and its macromarketing impact on society (2023)

Mara Mațcu & Beniamin-Vlăduț Faraonel

Social media impact in maintaining brand equity of a higher education institution (2023)

Beniamin-Vlăduț Faraonel & Mara Mațcu

Services purchase from the informal economy using digital platforms (2023)

Ioana Alexandra Horodnic, Collin C. Williams, Andreea Apetrei, Mara Mațcu & Adrian V. Horodnic

Undeclared activities on digital labour platforms: an exploratory study (2023)

Mara Mațcu, Adriana Zaiț, Rodica Ianole-Călin & Ioana Alexandra Horodnic

A comparative study of Romanian students' perceptions on cryptocurrencies before and after the 2022 cryptocurrency market cap collapse (2022)

Mara Mațcu, Beniamin-Vlăduț Faraonel, & Alexandra Raluca Jelea.

Why influencers should encourage sustainable consumption? A qualitative approach to a moral influencer marketing (2022)

Mara Mațcu

Policy Brief no. 2 | Cash-in-hand consumer culture: a demand side analysis of the informal economy (in Romanian) (2022)

Mara Mațcu & Ioana Alexandra Horodnic

Romanian Students' Perception of Cryptocurrency (2022)

Vlăduț Faraonel, Alexandra Raluca Jelea & Mara Mațcu

Policy Brief no. 1 | Cash-in-hand consumer culture: a demand side analysis of the informal economy (in Romanian) (2021)

Ioana Alexandra Horodnic, Adriana Zaiț, Claudia Ioana Ciobanu, Alexandru Maxim & Mara Mațcu

TRAININGS, WORKSHOPS, AND COURSES

29/06/2026 – 03/07/2026
"Technology, Education and Market Expectations" Erasmus+ Blended Intensive Program, IPAM Porto, Portugal

23/06/2025 – 27/06/2025
"Personal Efficiency in Practice – Time and Priority Management" Erasmus+ Blended Intensive Program, Civitas University, Warsaw, Poland

11/09/2023 – 15/09/2023
"Inclusive Innovation and Social Entrepreneurship", Erasmus+ Blended Intensive Program, University of Pavia, Italy

04/09/2022 – 11/09/2022
11th ASECU Youth International Conference and Summer School, Nitra, Slovakia

"Role of Global Economics and Management in the Process of Transforming to the Sustainable Development"

20/06/2022 – 24/06/2022
"Social Science Measurement: Designs, Models, and Strategies" course, Rabdoud Summer School, Radboud University, Nijmegen, The Netherlands

30/03/2022 – 20/04/2022
"Open labour markets in the enlarged Europe: rights, opportunities and threats" course

Jean Monnet Module on EU Interdisciplinary Studies: Widening Knowledge for a more Resilient Union | EURES (621262-EPP-1-2020-1-RO-EPPJMO).

21/11/2021 – 25/11/2021
"Academic Writing and Presentation Skills" course, Atlantic Language School Galway, Ireland

05/10/2021 – 07/10/2021
"Introductive methods and approaches in regional science" Intensive program for PhD and postdoctoral students

ORGANIZATIONAL SKILLS

Member of the Organizing Committee of the "Business Graduates Research Forum" Conference (2022 and 2026 editions).

Co-organization of the scientific seminar "Tips and Tricks for Academic Writing and Presentation Skills: Atlantic Language School – Galway Experience" with PhD student Răzvan-Ionuț Drugă (23 February 2022).

16/10/2026