

**Associate professor Gabriela Ofelia CHICIUDEAN PHD**  
**Marketing**

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**Date and place of birth:** 18 November 1984, Cluj-Napoca, Cluj County.

**I. Education:**

**University studies:** Babeş-Bolyai University, Faculty of Economic Sciences and Business Administration, Specialization Economy of Commerce, Tourism and Services, 2008.

**MSc. Degree:** Management of Business Development, Babeş-Bolyai University, Faculty of Economic Sciences and Business Administration 2008-2009.

**PHD studies:** 2008, PhD in Agronomy, Specialization Management and Marketing in Agriculture, USAMV Cluj-Napoca

**Areas of specialization:**

**Specialization** in evaluation and monitoring organized by RNDR, 3-5 June 2015.

**Specialization** in agrofood marketing: Internship Erasmus September 2011- December 2011 Faculty of Bioscience Engineering, Ghent, Belgium.

**Specialization** in teaching using online platform: „Desingning, development and utilization of an online course” - organized by The University Agency of La Francophonie and University Ion Ionescu de la Brad 27 June-1 July 2011.

**Specialization** in agrofood marketing: intensive programme ”The Development Of Agri-Food Localised Chains In European Mountain Areas”, Lyon, France 31.01.2011-12.02.2011.

**Specialization** in Tourism: Tourism Brevet, Manager in tourism activity, Ministry of Regional Development and Tourism, Romania, 2012.

**II. Academic experience:**

2015- present: seminar **Basis of Marketing**, sp. IMAA, IMAPA IMIT, 2nd year

2015- present: course and seminar **Tourism Marketing**, sp. IMAPA, IMIT 4th year

2015- present: course and seminar **Tourism product**, sp. IMIT 4th year

2015- present: course and seminar **Marketing online**, sp. IMIT 4th year

**III. Research domains of interest:**

Marketing audit, consumer behaviour, tourism marketing, agrofood marketing.

**IV. Professional affiliations:**

Accountant expert member of C.E.C.C.A.R.

**V. Significant achievements:**

**Books: 6 (3 single author).**

**Scientific papers:** 8 ISI, 2 ISI proceedings, 54 BDI

**Grants:** member in 5 grants; manager in a grant for the business environment.

**VI. Other information:**

Editorial board member for Business and Management Studies, Journal of Economics, Journal of Sociology, IJAIR, Journal of Marketing Studies, EC Agriculture, Journal of Business & Social Science Review, Advances in Economics and Business

Reviewer for almost 40 BDI and ISI journals

**December 2021**

**Signature,**  
**Assoc. Prof. Dr. Gabriela Chiciudean**

