

Associate Professor Iulia-Cristina MUREȘAN PhD
Management, Tourism
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Date and place of birth: 4 July 1983, Place Cluj-Napoca, Cluj County.

I. Education:

University studies: University of Agricultural Sciences and Veterinary Medicine Cluj-Napoca, Faculty of Horticulture, Specialization Engineering and Agro-Touristic Management, 2007.

Babes-Bolyai University of Cluj-Napoca, Faculty of Economics and Business Administration, Specialization The Economics of Commerce, Tourism and Services, 2011.

PHD studies: 2011, Agronomy, Management and marketing in Agriculture, leader Prof. Emilian MERCE PhD.

Areas of specialization:

Intensive programme: „Les Defis des Produits de Terroir en Europe”, ISARA, Lyon, Franța; 2008.

Specialization in Tourism: Tourism Brevet, Manager in tourism activity, Ministry of Regional Development and Tourism, Romania, 2011.

Specialization in Management: Project Manager, Romania, 2015.

MSc. degree – Agribusiness, 2007-2009.

II. Academic experience:

2020 – present: Course and seminar for **Agribusiness Strategic Management**, MSc. Agribusiness 2nd year

2020 – present: Course and seminar for Destination Tourism Management, MSc. **Rural Development Management and Agritourism**

2013 – present: Course and seminar **International Tourism** – Specialization IMAPA and IMIT 3rd year
2013 – present: Course and seminar **Tourism techniques** – Specialization IMIT 3rd year

2009 – present: Seminar **Tourism Management** – Specialization IMAPA and IMIT 4th year

III. Research domains of interest:

Sustainable development, quality of tourism services, entrepreneurship, local products development.

IV. Significant achievements:

Books: 2 (1 single author).

Scientific papers: 72 scientific papers published in speciality revues, journals, from that: **15** first author and **24** rated ISI (13 first author/correspondent author).

Research grants:

Director of 3 grant:

- Development of sustainable tourism products at international level (2021-2023)
- Opportunities of international capitalization of Gurghiu Valley's tourism potential towards rural tourism products
- Study for Value Chain Development and Consultancy for the Intervations Strategies, FAER (2016-2018).

Member in 7 research projects.

December, 2021

Signature,

Associate Professor Iulia C. MUREȘAN PhD