

**Lecturer Marius-Mircea SABĂU PhD**  
**Marketing, Banking**  
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**Date and place of birth:** 19 June 1979, Place Cluj-Napoca, Cluj County.

#### **I. Education:**

**University studies:** - Babeş-Bolyai University Cluj-Napoca, Faculty of Economical sciences, Specialization International Relationship, 1999

- Babeş-Bolyai University Cluj-Napoca, Faculty of Physics (1995)

**PHD studies:** 2007, Management and marketing in Agriculture, The market of Ecological Agri-Food products in EU (University of Agriculture and Veterinary Medicine Cluj-Napoca)

#### **Areas of specialization:**

**Master** in „Econometrics”, 2000-2001 Babeş-Bolyai University Cluj-Napoca

**Master** in „Biodiversity”, 2014-2016 USAMV Cluj-Napoca

3 Month stage, University of Economical sciences, Gent, Belgium (2013)

**Scholarships:** Erasmus scholarship, University of Gent – Belgium (2004)

#### **II. Academic experience:**

2021-2022 Course and practical works **Consumer behavior in Hospitality and Tourism** – Master of Business Administration in Hospitality and Tourism, Faculty of Business, Babes-Bolyai University Cluj-Napoca

2014 – 2016 Course and practical works **Internet Marketing** – Tourism IV-th year

2014 – 2016 Course and practical works **Touristic product** – Tourism IV-th year

2016-present Course and practical works **Consumer behavior** – Master Agri-food Economy I-st

2015 - present Course and practical works **Marketing Strategies**– Master Agri-Food Economy I-st

2008 - present: Course and practical works **Selling Techniques** – Master Agribusiness II-nd year

2007-2011 practical works **Stock Exchange**, Bogdan Voda University Cluj-Napoca

2002 - present: Course and practical works **Banking** – Economy III-rd year

2002 -present: Course and practical works **Marketing** – Economy, Horticulture, Landscape architecture, Agri-food Industry , Agriculture, Silviculture, Animal Breeding IV-th year

2002-2009 Course and practical works **Stock Exchange**, Economy V-th year

#### **III. Research domains of interest:**

The marketing of ecological Agri-food products

#### **IV. Professional affiliations:**

Association of Bio - farmers “BIOTERRA” (2005)

Vice-president „Technical Institute for Ecological Agriculture”- Association

#### **V. Significant achievements:**

*Scientific books:* 2 (1 as unique author).

*Course books for students:* 7 (with ISBN or e-ISBN)

*Scientific papers:* **87** scientific papers published in speciality revues, journals, from that: **54** first author

*Research grants:* Member in 7 research projects.

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