

Lecturer Marius-Mircea SABĂU PhD

Academic topic: Marketing, Banking, Consumer Behavior

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Date and place of birth: 19 June 1971, Place Cluj-Napoca, Cluj County.

I. Education:

University studies: -1995-1999 Babeş-Bolyai University Cluj-Napoca, Faculty of Economical sciences, Specialization International Relationship

-1991-1995 Babeş-Bolyai University Cluj-Napoca, Faculty of Physics

Year of obtaining the 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; Ph-D Director: Prof.Dr. Emilian Merce

Areas of specialization:

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

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

2013- 3 Month stage, University of Economical sciences, Gent, Belgium

Scholarships: 2004- 3 month 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 Sabău M.,2011, Social Entrepreneurship in Romania,Bulletin UASVM,series Horticulture, 68 (2)

Sabău M., 2014, Evolution in E-commerce, Print ISSN 1843-5254; Electronic ISSN 1843-5394, Bulletin UASVM, nr. 71 (1-2)/2014

Research grants: Member in 7 research projects including 1 international grant Horizon 2000

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Signature Lecturer Ph-D Sabău Marius Mircea

