

Motto: "Cât despre viitor, sarcina ta nu este să-l prezici, ci să îl faci posibil" (Antoine de Saint Exupery).

Europass Curriculum Vitae



Informații Personale

Prenume / Nume	Adriana ZAIȚ		
Adresa	Bd. Carol I nr.22, 70505 Iasi, Romania		
Telefon	0040 232 201437	Mobil:	0040 746 013147
Fax	0040 232 201437		
E-mail	azait@uaic.ro ; adrianazait@yahoo.com		
Nationalitate	Română		
Data nasterii	01 Noiembrie, 1967		
Sex	F		

Experiența profesională

Date	2017- prezent; 2009-2011; 2003-prezent; 1999-2003; 1996-1999; 1994-1996; 1990-1994
Functie/post ocupat	Director, Școala Doctorală de Economie și Administrarea Afacerilor Director interimar Departament Interdisciplinar Socio-Uman; Director departament cercetare FEAA; Profesor; Conferentiar; Lector; Asistent; Preparator
Activitati	Predare cursuri si seminari, cercetare academica, evaluare proiecte
Nume si adresa angajator	Universitatea Alexandru Ioan Cuza, Bd. Carol I nr.11, 70506 Iasi, Romania
Sector	Universitate/Academic

Educație și formare

Date	1990-1998
Calificarea / diploma obținută	Doctorat în Economie, Specializarea Econometrie (Modele de echilibru economic – New Keynesian Economics)
Disciplinele principale studiate / competențe profesionale dobândite	Microeconomie, Macroeconomie, Econometrie; Competențe de cercetare și prezentare rezultate
Numele și tipul instituției de învățământ / furnizorului de formare	Universitatea Alexandru Ioan Cuza Iasi, Romania
Date	1993-1994
Calificarea / diploma obținută	Master of Arts in Economics (Șefă de promoție - Valedictorian; Best student in Economics award)
Disciplinele principale studiate / competențe profesionale dobândite	Economics, Quantitative Analysis, Econometrics, Marketing
Numele și tipul instituției de învățământ / furnizorului de formare	University of Nebraska at Omaha, USA

Date
 Calificarea / diploma obținută
 Disciplinele principale studiate /
 competențe profesionale dobândite
 Numele și tipul instituției de
 învățământ / furnizorului de formare

1986-1990
 Licenta in Economia industriei, constructiilor si transporturilor (Șefă de promoție, Diploma de merit)
 Economie industrială, Transporturi, Investiții, Organizare, Management, Aprovizionare, Marketing
 Universitatea Alexandru Ioan Cuza Iasi, Romania

Aptitudini și competențe personale

Test personalitate (două testări - Psitest, respectiv test psihologic intern UAIC pentru fișa de aptitudini): deschisă, capacitate ridicată de abstractizare, stabilă emoțional, spirit de competiție, moderată, foarte conștientă și întreprinzătoare, sensibilă, adaptabilă, imaginativă, directă, optimistă, inovatoare și cu spirit critic, independentă, destinsă.
 Aptitudini Instrumentale: analiză și sinteză, comunicare orală și scrisă, management de proiect
 Aptitudini Interpersonale: lucru în echipă, lucru în medii multiculturale/interculturale
 Sistemice: gândire critică, învățare rapidă, flexibilitate și adaptabilitate la noi situații, abilități de cercetare
 Valori: integritate, onestitate, empatie

Limba maternă

Română

Limbi străine cunoscute

Autoevaluare
 Nivel European (*)

Engleza

Franceza

Italiana

Înțelegere				Vorbire				Scriere	
Ascultare		Citire		Participare la conversație		Discurs oral		Exprimare scrisă	
C2	Utilizator experientat	C2	Utilizator experientat	C2	Utilizator experientat	C2	Utilizator experientat	C2	Utilizator experientat
C2	Utilizator experientat	C2	Utilizator experientat	C2	Utilizator experientat	C2	Utilizator experientat	C2	Utilizator experientat
B2	Utilizator independent	B2	Utilizator independent	B2	Utilizator independent	B2	Utilizator independent	A1	Nivel de baza

(*) [Common European Framework of Reference for Languages](#)

Abilitati și competențe sociale

Lucru în echipă, comunicare, inclusiv în situații dificile, coordonare, motivare

Abilități și competențe organizaționale

Management universitar și evaluare proiecte, organizare echipe și activități, planning, analiză strategică, evaluare

Abilitati și competențe tehnice

Impărtășire cunoștințe, abilități formator și training, cercetare, creare de materiale de comunicare, diplomă de Formator

Competențe și aptitudini de utilizare a calculatorului

Programe Windows, cautare Internet (information literacy), Sphinx (marketing research soft), SPSS baza

Permis conducere

Categoria B, din 1996

Informatii adiționale

Studii liceale: Liceul de matematică fizică “Ștefan cel Mare” din Suceava, 1982-1986.

Șefă de promoție la absolvirea facultății, cu media 10 pentru toți cei patru ani de studii – diplomă de merit

Șefă de promoție la absolvirea masterului din SUA, cu GPA 4 (din 4)

Premiul Outstanding Student in Economics Award, 1994, College of Business Administration, University of Nebraska at Omaha, USA.

Premiul “Petre S. Aurelian” al Academiei Române, pentru cartea “Echilibru sau Dezechilibru Economic”, Editura Universității Alexandru Ioan Cuza Iași (premiu oferit în 2002 pentru cartea publicată în 2000).

Director proiecte de cercetare și membru în echipă (7 proiecte)

Coordonator de doctorat în Marketing, din 2007. Am coordonat 22 doctoranzi, din care 15 au obținut diploma de doctor și 7 sunt în stagiul.

Experiențe manageriale și de evaluare ARACIS, CNATDCU (vice-președinte comisie Științe Economice, președinte comisie de contestații Științe Economice), evaluator proiecte CNCISIS – UEFISCDI, expert 8 proiecte POSDRU și POCU

Stagii de cercetare și predare în Franța (Paris, Lille și Grenoble), Spania (Palma de Mallorca), Italia (Genova), Irlanda (Dublin), Germania (Konstanz – DAAD și Erasmus), Austria (visiting professor Lauder Business School - Viena).

Publicații și citări - https://scholar.google.ro/citations?user=V_gU0EAAAAJ&hl=ro&oi=ao

Fișă de îndeplinire a standardelor de abilitare în vigoare (punctaj 22,874, de peste 5 ori mai mare decât cel minim necesar)

Indici Hirsch : 13 (Google Scholar), 6 (WOS-Clarivate), 5 (Scopus)

Articole ISI Thomson (WOS – Clarivate analytics) + ISI Proceedings

1) Citizen engagement in the “post-truth era

By Andreia Gabriela Andrei, Adriana Zait, Claudia Stoian, Oana Tugulea, Adriana Manolica, Kybernetes, ISSN: 0368-492X, Publication date: 29 July 2019, <https://doi.org/10.1108/K-03-2019-0178>

2) Exploring the role of civilizational competences for smart cities' development

By: Zait, Adriana, TRANSFORMING GOVERNMENT- PEOPLE PROCESS AND POLICY (WOS – ESCI), Volume: 11 Issue: 3 Pages: 377-392 Published: 2017.

3) Title Word of mouth generation and brand communication strategy: findings from an experimental study explored with PLS-SEM, Andrei, Andreia; Zait, Adriana; Vatamanescu, Elena-Madalina; Pînzaru, Florina, *Industrial Management & Data Systems*, Q1, Impact factor 1.226, AIS 0.785. Vol 117, Iss. 3, 2017, DOI: <http://dx.doi.org/10.1108/IMDS-11-2015-0487>., Impact factor 1.226.

4) Exploring the Practice of Making Informal Payments in the Health Sector: Some Lessons from Greece

By: Horodnic, Adrian V.; Williams, Colin C.; Polese, Abel; et al., Edited by: Polese, A; Williams, CC; Horodnic, IA; et al.

INFORMAL ECONOMY IN GLOBAL PERSPECTIVE: VARIETIES OF GOVERNANCE Book Series: International Political Economy Series Pages: 157-172 Published: 2017

5) Title: [Motivation and research productivity in a university system undergoing transition](#)

IA Horodnic, **A Zait**, Research Evaluation, 1-11, 2015. (**Q1, Impact factor 1.338, AIS 1.822, rank 31 out of 84 – yellow zone; red zone In 2017**)

6) Title: [Entrepreneurial propensity in a transition economy: exploring micro-level and meso-level cultural antecedents](#)

Author(s): Chelariu, C; Brashear, TG; Osmonbekov, T, **Zait, A**

Source: **JOURNAL OF BUSINESS & INDUSTRIAL MARKETING** Volume: **23** Issue: **6** Pages: **405-415** Published: **2008 (Impact factor 0.907, relative influence score 0.38)**

7) Title: [Lonely thoughts on the meaning of education](#)

Author(s): **Zait, A**

Source: **JOURNAL OF ORGANIZATIONAL CHANGE MANAGEMENT** Volume: **19** Issue: **6** Pages: **780-782** Published: **2006 (impact factor 0.744, relative influence score 0.42)**

8) Title: [Are Consumers Willing To Support Social Responsible Companies? Insights From An Eastern European Country](#)

By: Bradu, Cosmina Paula; **Zait, Adriana**, Edited by: Martin, C; Marasova, J

Conference: 21st Int Sci Conf of PGV Network - For Stronger Europe Renovation of the Economic, Entrepreneurial, Political, Teritorial and Educational Structures Location: Banska Bystrica, SLOVAKIA Date: SEP 10-11, 2015

Sponsor(s): Matej Bel Univ, Fac Econ, POUR UNE EUROPE FORTE, RENOVER LES STRUCTURES ECONOMIQUES, ENTREPRENEURIALES, POLITIQUES, TERRITORIALES ET EDUCATIVES Pages: 91-+ Published: 2016

9) [Efficient Use Of Behavioral Tools To Reduce Electricity Demand Of Domestic Consumers](#)

By: Elbaz, Shimon; **Zait, Adriana**, SCIENTIFIC ANNALS OF ECONOMICS AND BUSINESS Volume:63 Supplement: 1 Pages: 89-107 Published: DEC 2016.

10) [Conceptualization And Operationalisation Of Specific Variables In Exploratory Researches - An Example For Business Negotiation](#)

By: **Zait, Adriana**, SCIENTIFIC ANNALS OF ECONOMICS AND BUSINESS Volume: 63 Issue: 1 Pages: 117-123 Published: MAR 2016

12) Title: [Present Issues In Entrepreneurship - A Synthesis Of Antecedents And Consequences At Individual, Organizational And Societal Level](#)

By: **Zait, Adriana**; Berteau, Patricea Elena; Andrei, Andreia Gabriela

Edited by: Martin, C; Marasova, J, Conference: 21st Int Sci Conf of PGV Network - For Stronger Europe Renovation of the Economic, Entrepreneurial, Political, Teritorial and Educational Structures Location: Banska Bystrica, SLOVAKIA Date: SEP 10-11, 2015, Sponsor(s): Matej Bel Univ, Fac Econ POUR UNE EUROPE FORTE, RENOVER LES STRUCTURES ECONOMIQUES, ENTREPRENEURIALES, POLITIQUES, TERRITORIALES ET EDUCATIVES Pages: 100-+ Published: 2016

13) [Exploring Academics' Intentions For Doing Research And Publishing](#)

By: Horodnic, Ioana Alexandra; **Zait, Adriana**; Apetrei, Andreea; et al.

Edited by: Bratianu, C; Zbucea, A; Pinzaru, F; et al., Conference: 4th International Academic Conference Strategica Location: Bucharest, ROMANIA Date: OCT 20-21, 2016 STRATEGICA: OPPORTUNITIES AND RISKS IN THE CONTEMPORARY BUSINESS ENVIRONMENT Book Series: Strategica Pages: 333-346 Published: 2016

14) [Why Extending Examination With Non-Parametric Approaches? Insights From A Study On Advertisement's Effectiveness](#)

By: Andrei, Andreia Gabriela; **Zait, Adriana**; Vatamanescu, Elena-Madalina

Edited by: Bratianu, C; Zbucea, A; Pinzaru, F; et al., Conference: 4th International Academic Conference Strategica Location: Bucharest, ROMANIA Date: OCT 20-21, 2016, STRATEGICA: OPPORTUNITIES AND RISKS IN THE CONTEMPORARY BUSINESS ENVIRONMENT Book
Series: Strategica Pages: 347-358 Published: 2016

15) Title: [How reliable are measurement scales? External factors with indirect influence on reliability estimators](#)

G Ursachi, IA Horodnic, **A Zait**, Procedia Economics and Finance 20 (1), 679-686, 2015. <http://www.sciencedirect.com/science/article/pii/S2212567115001239>

16) Title: [Youths' trust in banking. An exploratory study among Romanian consumers](#)

Andrei, Andreia; **Zait, Adriana**; Vatamanescu, Elena-Madalina

Conference: International Conference on Euro and the European Banking System - Evolutions and Challenges Location: Univ Iasi, Fac Econ & Business Adm, Iasi, ROMANIA Date: JUN 04-06, 2015 EURO AND THE EUROPEAN BANKING SYSTEM: EVOLUTIONS AND CHALLENGES Pages: 25-34 Published: 2015

17) Title: [Branding insights: an interdisciplinary journey from perception to action](#)

Andrei, Andreia Gabriela; **Zait, Adriana**

Conference: 2nd Strategica International Academic Conference Location: Bucharest, ROMANIA Date: OCT 02-03, 2014
Sponsor(s): Natl Univ Polit Studies & Publ Adm, Coll Management
STRATEGICA: MANAGEMENT, FINANCE, AND ETHICS Book
Series: Strategica Pages: 593-604 Published: 2014

18) Title: [Financial Literacy - conceptual definition and proposed approach for a measurement instrument](#), Autori **Adriana Zait**, Patricia Elena Berteau, Data publicării 2014, Conferință MONETARY, BANKING AND FINANCIAL ISSUES IN CENTRAL AND EASTERN EU MEMBER COUNTRIES: HOW CAN CENTRAL AND EASTERN EU MEMBERS OVERCOME THE CURRENT ECONOMIC CRISIS? ISI Proceedings, Volumul,2, Pagini 308-315

19) Title: [Organizational innovation - significant factorial connections](#)

Author(s): Spalanzani Alain; Zait Dumitru; **Zait Adriana**

Conference: 4th International Conference on Globalization and Higher Education in Economics and Business Administration Location: Alexandru Ioan Cuza Univ, Iasi, ROMANIA Date: OCT 21-23, 2010
Source: PROCEEDINGS OF THE IVTH INTERNATIONAL CONFERENCE ON GLOBALIZATION AND HIGHER EDUCATION IN ECONOMICS AND BUSINESS ADMINISTRATION - GEBA 2010 Pages: 485-490 Published: 2011

20) Title: [University research triangle- academic evaluation criteria, scientific rigour and perceived practical relevance](#)

Author(s): **Zait, A**

Conference Information: **6th International Seminar on the Quality Management in Higher Education**, Date: **JUL 08-09, 2010 Tulcea ROMANIA** Source: **QUALITY MANAGEMENT IN HIGHER EDUCATION, VOL 2** Pages: **327-330** Published: **2010**

21) Title: [A double perspective on academic research results - what do academics and practitioners think about?](#)

Author(s): **Zait, A**

Conference Information: **4th International Conference on Business Excellence**, Date: **OCT 16-17, 2009**
Brasov ROMANIA ,Source: **PROCEEDINGS OF THE 4TH INTERNATIONAL CONFERENCE ON BUSINESS EXCELLENCE, VOL 2** Pages: **301-303** Published: **2009**

Director proiecte de cercetare naționale

1. Proiect CNMP, Program 4, “COMINOVATIV”, cod 92090, director pentru Partener Iași, 2008-2011, total ani Iași = 300000 Ron
2. SEPEX - Postdoctoral Excellence School in Business Administration Studies, Module MAGMA – Advanced Research in Management and Marketing, Proiect CEEEX, Modul II, tip cercetare postdoctorala, cod PD6, 166.015 RON anual,2006-2008.

Membru în echipă – proiecte de cercetare naționale

1. Economic convergence and knowledge impact within the EU integration, proiect CEEEX, Modul I, 1.5 mil. RON, 2006-2009.
2. Knowledge management and Western-Eastern technological transfer, grant CNCSIS tip A, tema 55, cod 1380, 18 mii euro, 2003-2005.
3. Impact of intercultural management on business sciences and economic cooperation, grant CNCSIS tip A, tema 54, cod 21, 12 mii euro, 2001-2003.
4. SADM – Doctoral School of Management-Marketing, program tip D finantat de Banca Mondiala, 100 mii euro, 1998-2000.

International research projects – director

1. Managerial and informational instruments for boosting research in universities
PN-III-P3-3.1-PM-RO-MD-2016-0224, Inform (RO-MD)

Premii

1. **Romanian Academy Prize** - Premiul Petre S. Aurelian, Academia Romana, 2002, pentru cartea Echilibru sau Dezechilibru Economic, Editura Universitatii Alexandru Ioan Cuza Iasi, 2000.
2. Outstanding Economics Student Award, University of Nebraska at Omaha, SUA, 1994.
3. Diplomă de Excelență cu Medalie de bronz la Salonul Internațional Jubiliar al Cercetării, Invențiilor și Transferului Tehnologic « Inventica 2008 », pentru Proiectul de cercetare SEPEX

Teze de doctorat coordonate

1. GRIGORAȘ C. ELENA (2007-2011): *Strategies of relational marketing for the consulting services market*
2. MOISĂ C. MIHAELA(2007-2010): *Integrated marketing communication – Interdependencies and effects for the business-to-business strategies*

3. BORTAȘ CARMEN ROXANA (2008-2011): Efficiency of marketing communication in law courts from the North- Eastern region of Romania
4. DIACONU PATRICEA ELENA căs. BERTEA (2008-2011): The relationship between perceived risk in electronic commerce and buying intention – marketing analysis
5. IANOȘ O.A. CARMEN-MONICA căs. MIHALACHE (2008-2011): *Influence of TV consumption on the materialism level of people from the North-Eastern region of Romania*
6. SPIRIDON S.C. SÎNZIANA-IOANA(2008-2011): *Online marketing – Elements predicting the position of key words in searching sessions*
7. URSACHI G. IOANA - ALEXANDRA căs. HORODNIC (2009-2012): *Analysis of the relationship motivation –performance for the marketing of academic research*
8. URSACHI G. GEORGE – MARIAN (2009-2012): *Influence factors for the value of reliability estimators in marketing researches*
9. VICOL V. OANA –CĂTĂLINA (2009-2012): *Romania’s image as tourism destination from the perspective of external intermediaries –comparative analysis*
10. GĂTEJ V. COSMINA - PAULA căs. BRADU (2010-2013): *Influence of consumers’ expectancies towards CSR on their intention to support socially responsible companies*
11. TRIFAN V. CRINA – ANIȘOARA (2010-2013): *Influence of promotional journalism on consumers’ attitude*
12. MAXIM E. ALEXANDRU (2011-2014) : *Final consumer preferences for sustainable energy sources*
13. IRINA IOANA (2012-2015): *Corporate image, consumer satisfaction and loyalty – possible senses for causal relationships*
14. CARA CORINA (2014-2017): *Modified Elaboration Likelihood Model for Social Media*
15. TOCILĂ TUDOR (2014-2017): *Reactions to online marketing communication. Influence of recommending sources*
16. ELBAZ SHIMON (2015-2018): *Consumer electricity demand management*
17. ȘTIR MIHAELA (2016-2019): *Influence of touch on sense of possession in online marketing*
18. ROZENTAL MOSHE CARMIT (2017-2020): *Marketing women to higher managerial positions*
19. ȘTIR MIHAELA (2017-2020): *Influence of touching interfaces on sense of possession*
20. HUȚANU ALEXANDRA (2018-2021): *Emotion and cognition in online user experience*
21. GOROVEI ALINA ALEXANDRA (2018-2021): *Artificial Intelligence companies and the illusion of happiness*
22. ROȘU MIHAI (2018-2021): *Content and affiliate marketing strategies*
23. ZETIU ANCUȚA (2018-2021): *Events in tourism branding processes*
24. ALONI TAL ROZEN (2019-2022): *Sports marketing – changing behavior and attitude of girls towards physical activity*
25. ALB FLORINA căs. BENȚE (2008-2013): *Marketing communication for the local public administration*
26. TALABĂ I. ELENA – MONICA(2009-2013) : *Segmenting clients from the OTC pharmaceutical industry based on their customer lifetime value (CLV)*

Membră în comisia de îndrumare a tezei de doctorat

1. ANDREI C. ANDREIA-GABRIELA: *Role Of Warmth And Competence Perceptions Of The Corporate Brand Within The Online Socialization Media*
2. DASCĂLU G. ELENA-LIDIA căs. ALEXA: *Urban Marketing And Its Impact On The Competitiveness Of Urban Centers*
3. ICHIM V. COSMIN: *Analysis Of The Sustainable Energy Sources Market In Romania*
4. NISTOR F. GEORGE – CRISTIAN: *Marketing Strategies In Social Media*

5. PETRUȘCĂ I. CLAUDIA-IOANA: *Analysis Of Clients' Loyalty Towards Financial-Accounting Services Providers*
6. ȘTEFURA G. LUCIA – GABRIELA: *The Behavior Of Local Budgets' Tax Payers*
7. OBADĂ M. DANIEL – RAREȘ: *The Impact Of The Flow State From The Online Environment On A Brand's Perceived Quality*
8. VASILACHE C. SILVIU: *Factors Influencing The Behavior Of Smartphone Services Consumers*
9. GOZIGER OXANA: *IMM factors of succes in Israel*
10. GAVRA ARIADNA: *Tourism Marketing Strategy for Bucovina*
11. PESCLEVEI (CLIPA) ANCA-MARIA (2016-2018): *Subjective value and availability for future negotiations with the same employer*
12. KANTOROVITZ ORTAL (2017-2020): *Strategic Marketing in the Digitalization of Banking in Israel and its Effect on Clients' Satisfaction*
13. TETROASHVILI TAMIR LEA (2017-2020): *Organizational Change in child community preventative care services.*
14. MEZAN RACHEL (2017-2020): *Develop Insights for Managing Nursing Staff in Various Humanitarian Scenarios*
15. GRIGORAȘ ALEXANDRU (2019-2022): *Online strategies for promoting company image*