

## PERSONAL INFORMATION

**Adrian Micu**✉ [adrian.micu@unitbv.ro](mailto:adrian.micu@unitbv.ro)WORKING PLACE  
POSITION IOSUD UTBV

Transilvania University of Braşov  
PhD Thesis Coordinator – Marketing  
Year of obtaining the doctoral leadership right: 2014

AREAS OF PROFESSIONAL  
COMPETENCE / AREAS OF  
INTEREST IN RESEARCH

International marketing, Marketing strategies, Political marketing

## WORK EXPERIENCE

- 
- 2014-present **PhD Thesis Coordinator - Marketing**  
Transilvania University of Brasov, Romania  
**5 PhD students**
- 2013-present **Professor, PhD**  
Dunarea de Jos University of Galati, Romania, Faculty of Economics and Business Administration,  
Business Administration Department, [www.ugal.ro](http://www.ugal.ro), [www.feaa.ugal.ro](http://www.feaa.ugal.ro)
- Disciplines: Strategic Marketing, International Marketing, Marketing Modelling, Sales Techniques, Marketing Management, Services Management
  - Member of Faculty Committee, participation to doctoral commissions
- Business or sector** Education
- 2007-2013 **Associate Professor, PhD**  
Dunarea de Jos University of Galati, Romania, Faculty of Economics and Business Administration,  
Business Administration Department, [www.ugal.ro](http://www.ugal.ro), [www.feaa.ugal.ro](http://www.feaa.ugal.ro)
- Disciplines: Strategic Marketing, International Marketing, Marketing Modelling, Sales Techniques, Marketing Management, Services Management
  - Member of Faculty Committee, participation to doctoral commissions
- Business or sector** Education
- 2004-2007 **Lecturer, PhD**  
Dunarea de Jos University of Galati, Romania, Faculty of Economics and Business Administration,  
Business Administration Department, [www.ugal.ro](http://www.ugal.ro), [www.feaa.ugal.ro](http://www.feaa.ugal.ro)
- Disciplines: Strategic Marketing, International Marketing, Marketing Modelling, Sales Techniques, Marketing Management, Services Management
- Business or sector** Education
- 2006-present **Lawyer**  
Galati Lawyer Bar
- Legal consultations, study of cases, elaboration of legal opinions on certain cases, representation and assistance before the courts and authorities of the state, formulations actions, acts, contracts
- Business or sector** Law
- 1999-2004 **Professor Assistant**  
Dunarea de Jos University of Galati, Romania, Faculty of Economics and Business Administration,  
Business Administration Department, [www.ugal.ro](http://www.ugal.ro), [www.feaa.ugal.ro](http://www.feaa.ugal.ro)
- Disciplines: Strategic Marketing, International Marketing, Marketing Modelling, Sales Techniques, Marketing Management, Services Management
- Business or sector** Education

---

**MANAGERIAL EXPERIENCE**

- 2016-present **Member of the Board of Trustees of Dunarea de Jos University of Galati**  
Dunarea de Jos University of Galati, Romania, [www.ugal.ro](http://www.ugal.ro)
- Coordination of didactic, research and financial activity
- Business or sector** Education
- 2016-present **Dean of Faculty of Economics and Business Administrations**  
Dunarea de Jos University of Galati, Romania, Faculty of Economics and Business Administration, [www.ugal.ro](http://www.ugal.ro), [www.feaa.ugal.ro](http://www.feaa.ugal.ro)
- Coordination of didactic and research activity
- Business or sector** Education
- 2015-2016 **Member of the Senate of Dunarea de Jos University of Galati**  
Dunarea de Jos University of Galati, Romania, [www.ugal.ro](http://www.ugal.ro)
- Coordination of didactic, research and financial activity
- Business or sector** Education
- 2014-present **PhD Thesis Coordinator**  
Transilvania University of Brasov, Romania, [www.unitbv.ro](http://www.unitbv.ro)
- Coordination of research at doctoral level
- Business or sector** Education
- 2007-2016 **Business Administration Department Manager**  
Dunarea de Jos University of Galati, Romania, Faculty of Economics and Business Administration, Business Administration Department, [www.ugal.ro](http://www.ugal.ro), [www.feaa.ugal.ro](http://www.feaa.ugal.ro)
- Coordination of didactic and research activity
- Business or sector** Education
- 2007-present **Member of the Faculty Committee**  
Dunarea de Jos University of Galati, Romania, Faculty of Economics and Business Administration, Business Administration Department, [www.ugal.ro](http://www.ugal.ro), [www.feaa.ugal.ro](http://www.feaa.ugal.ro)
- Coordination of didactic and research activity
- Business or sector** Education

---

**EDUCATION AND TRAINING**

- 2014 **PhD Thesis Coordinator Habilitat**  
The Bucharest University of Economic Studies, Romania, [www.ase.ro](http://www.ase.ro)
- 2010-2012 **Master Diploma - „Marketing and business communication”**  
Vasile Alecsandri University of Bacau, Romania, [www.ub.ro](http://www.ub.ro)
- 2004-2005 **Master Diploma - „Administration and governance”**  
Ovidius University of Constanta, Romania, [www.univ-ovidius.ro](http://www.univ-ovidius.ro)
- 2000-2004 **Graduate in Law Sciences**  
Ovidius University of Constanta, Romania, [www.univ-ovidius.ro](http://www.univ-ovidius.ro)
- 2000-2003 **PhD Diploma – Economics/Management**  
Dunarea de Jos University of Galati, Romania, [www.ugal.ro](http://www.ugal.ro)

1998 **Diploma in Psychopedagogy**  
Dunarea de Jos University of Galati, Romania, [www.ugal.ro](http://www.ugal.ro)

1994-1998 **Economics Degree - Marketing**  
Dunarea de Jos University of Galati, Romania, [www.ugal.ro](http://www.ugal.ro)

#### OTHER STUDIES AND SPECIALIZATIONS

---

2019 **Graduate Certificate - Editing and publishing scientific articles**  
Dunarea de Jos University din Galati, Romania  
Department of Training and Technology Transfer

2019 **Graduate Certificate Project Management**  
Dunarea de Jos University din Galati, Romania  
Department of Training and Technology Transfer

2019 **Graduate Certificate Educational mentoring in the academic environment**  
Dunarea de Jos University din Galati, Romania  
Department of Training and Technology Transfer

2019 **Graduate Certificate Innovative teaching strategies**  
Dunarea de Jos University din Galati, Romania  
Department of Training and Technology Transfer

2019 **Graduate Certificate Ethics and academic deontology**  
Dunarea de Jos University din Galati, Romania  
Department of Training and Technology Transfer

2013 **Graduate Certificate Strategic Management**  
The Public Health Directorate of Constanta, POSDRU/81/3.2/S/59915

2013 **Graduate Certificate Human Resources Management**  
The Public Health Directorate of Constanta, POSDRU/81/3.2/S/59915

2013 **Certificate of participation „De la competitivitate regionale a la competitivitate internationale: Quels defis pour les economies en transition?”**  
14 th Mediterranean Research Meeting held in Mersin, Turkey

2011 **Graduate Certificate Trainer**  
Ministry of Labor, Family and Social Protection and Ministry of Education, Research and Innovation, Romania

2011 **Certificate of Graduation University Marketing**  
UEFISCDI, Romania

2011 **Graduate Certificate Standards of integrity in university education**  
UEFISCDI, Romania

2011 **Participation Diploma (Training and Workshop) Entrepreneur - Sustainable Future**  
Ernst & Young, Romania

2011 **Graduate Certificate Mediator**  
Union of Mediators in Romania

- 2009 **Postgraduate Diploma - Use of modern ID teaching techniques**  
Dunarea de Jos University din Galati, Romania
- 2009 **Postgraduate Diploma - Communication Management and Public Relations**  
Dunarea de Jos University din Galati, Romania
- 2009 **Postgraduate Diploma - University Management**  
The University of Economic Studies, Bucharest, Romania
- 2008 **Postgraduate Diploma - Quality Management in Distance Learning**  
Dunarea de Jos University din Galati, Romania
- 2008 **Postgraduate Diploma – Project Manager**  
Ministry of Labor, Family and Equal Opportunities and Ministry of Education, Research and Youth, Romania
- 2006 **Postgraduate Diploma – HR Inspector**  
Ministry of Labor, Family and Equal Opportunities and Ministry of Education, Research and Youth, Romania
- 2004 **Postgraduate Diploma – Enterprise Assesor**  
National Association of Evaluators in Romania
- 2004 **Postgraduate Diploma – Electronic simulation of business management in an enterprise**  
Dunarea de Jos University din Galati, Romania
- 2001 - 2002 **Postgraduate Diploma – Diagnosis of company viability**  
The University of Economic Studies, Bucharest, Romania
- 1995 **Broker Diploma**  
Romanian Commodities Exchange, Bucharest, Romania
- 1999 - 2000 **Postgraduate Diploma – Business Administration**  
Dunarea de Jos University din Galati, Romania

PERSONAL SKILLS

Mother tongue(s) Romanian

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	B2	B2	B2	B2	B2
Spanish	B2	B2	B2	B2	B2

**Communication skills** Listening, Nonverbal Communication, Clarity and Concision, Friendliness, Confidence, Empathy, Open-Mindedness, Respect, Feedback, Picking the Right Medium

**Organisational / managerial skills** Project manager and member in national and international projects.  
 Chief of Management - Marketing Department (2008-2010).  
 Director of Business Administration (2010-2016);  
 The President of the Ethics Commission of the Association of Romanian Economy Faculties

Digital skills	SELF-ASSESSMENT				
	Information processing	Communication	Content creation	Safety	Problem solving
	Proficient user	Proficient user	Proficient user	Proficient user	Proficient user

**Driving licence** B

**ADDITIONAL INFORMATION**

**Publicații** ▪ 12 books and over 130 scientific articles

**ISI articles with impact factor**

Matching the future capabilities of an artificial intelligence-based software for social media marketing with potential users' expectations. Technological Forecasting and Social Change, 2020, 151, 119794.  
[https://apps.webofknowledge.com/full\\_record.do?product=WOS&search\\_mode=GeneralSearch&qid=3&SID=C4YQm3CbWU1rMvZkgU7&page=1&doc=1](https://apps.webofknowledge.com/full_record.do?product=WOS&search_mode=GeneralSearch&qid=3&SID=C4YQm3CbWU1rMvZkgU7&page=1&doc=1)

Online customer experience in e-retailing: implications for web entrepreneurship. International Entrepreneurship and Management Journal. 2019 Jun 15;15(2):651-75.  
[https://apps.webofknowledge.com/Search.do?product=WOS&SID=7Ey2RmbCUH1qheznYgo&search\\_mode=GeneralSearch&prID=ceab3000-3185-427a-8ef6-91b786ce69f1](https://apps.webofknowledge.com/Search.do?product=WOS&SID=7Ey2RmbCUH1qheznYgo&search_mode=GeneralSearch&prID=ceab3000-3185-427a-8ef6-91b786ce69f1)

Market Intelligence Precursors for the Entrepreneurial Resilience Approach: The Case of the Romanian Eco-Label Product Retailers, SUSTAINABILITY, Volume: 10, Issue: 1, Article Number: 190, JAN 2018  
[https://apps.webofknowledge.com/full\\_record.do?product=WOS&search\\_mode=GeneralSearch&qid=5&SID=D1WfFaXYOstmwEA24z1W&page=1&doc=1](https://apps.webofknowledge.com/full_record.do?product=WOS&search_mode=GeneralSearch&qid=5&SID=D1WfFaXYOstmwEA24z1W&page=1&doc=1)

Analyzing user sentiment in social media: Implications for online marketing strategy, Psychology & Marketing, vol. 34, issue 12, pp. 1094-1100  
[https://apps.webofknowledge.com/full\\_record.do?product=WOS&search\\_mode=GeneralSearch&qid=17&SID=D2v6czXjOP5v57lg4M9&page=1&doc=1](https://apps.webofknowledge.com/full_record.do?product=WOS&search_mode=GeneralSearch&qid=17&SID=D2v6czXjOP5v57lg4M9&page=1&doc=1)

Country-based comparison of accommodation brands in social media: An fsQCA approach, Journal of Business Research, 2017  
<https://www.sciencedirect.com/science/article/pii/S0148296317304617>

The impact of a trend pattern for sustainable marketing budgets on turnover dynamics (a case study), CONTEMPORARY ECONOMICS, vol. 11, issue 3, pp. 287-301  
[https://apps.webofknowledge.com/full\\_record.do?product=WOS&search\\_mode=GeneralSearch&qid=17&SID=D2v6czXjOP5v57lg4M9&page=1&doc=2](https://apps.webofknowledge.com/full_record.do?product=WOS&search_mode=GeneralSearch&qid=17&SID=D2v6czXjOP5v57lg4M9&page=1&doc=2)

Predicting the Economic Impact of Using Renewable Energy by Modelling Through Artificial Intelligence Techniques, European Journal of Sustainable Development, vol. 6, issue 1, ISSN 2239-5938, eISSN 2239-6101, pp. 42-56.  
[https://apps.webofknowledge.com/full\\_record.do?product=WOS&search\\_mode=GeneralSearch&qid=1&SID=X2EYpnziDiXuofVxQll&page=1&doc=1](https://apps.webofknowledge.com/full_record.do?product=WOS&search_mode=GeneralSearch&qid=1&SID=X2EYpnziDiXuofVxQll&page=1&doc=1)

The Genetic Approach of Marketing Research, Economic Computation and Economic Cybernetics Studies and Research, Nr. 3, Vol. 50, ISSN 0424-267X, pp. 229-246.  
[https://apps.webofknowledge.com/full\\_record.do?product=WOS&search\\_mode=GeneralSearch&qid=1&SID=N2yzfb3VidAbSZOTRkF&page=1&doc=2&cacheurlFromRightClick=no](https://apps.webofknowledge.com/full_record.do?product=WOS&search_mode=GeneralSearch&qid=1&SID=N2yzfb3VidAbSZOTRkF&page=1&doc=2&cacheurlFromRightClick=no)

Reengineering and production management of Romanian printing industry, Metalurgia International, vol. 18, nr. 4, ISSN 1582-2214, pp. 146-151.  
[https://apps.webofknowledge.com/full\\_record.do?product=WOS&search\\_mode=GeneralSearch&qid=5&SID=P1VGMuE8al4avHVXGPi&page=1&doc=1](https://apps.webofknowledge.com/full_record.do?product=WOS&search_mode=GeneralSearch&qid=5&SID=P1VGMuE8al4avHVXGPi&page=1&doc=1)

Implementing pathmaker 6.1<sup>TM</sup> software in order to achieve the computerized management of a reengineering project in a company involved within the printing industry, Metalurgia International, vol. 18, nr. 4, ISSN 1582-2214, pp. 152-158.  
[https://apps.webofknowledge.com/full\\_record.do?product=WOS&search\\_mode=GeneralSearch&qid=7&SID=P1VGMuE8al4avHVXGPi&page=1&doc=1](https://apps.webofknowledge.com/full_record.do?product=WOS&search_mode=GeneralSearch&qid=7&SID=P1VGMuE8al4avHVXGPi&page=1&doc=1)

Implications of Logistic Service Quality on the Satisfaction Level and Retention Rate of an e-Commerce Retailer's Customers, Economic Computation and Economic Cybernetics Studies and Research, vol. 47, nr. 2, ISSN 0424-267X, eISSN 1842-3264, pp. 147-155.  
[https://apps.webofknowledge.com/full\\_record.do?product=WOS&search\\_mode=GeneralSearch&qid=1&SID=X2EYpnziDiXuofVxQll&page=1&doc=4&cacheurlFromRightClick=no](https://apps.webofknowledge.com/full_record.do?product=WOS&search_mode=GeneralSearch&qid=1&SID=X2EYpnziDiXuofVxQll&page=1&doc=4&cacheurlFromRightClick=no)

Model for Implementing a Reengineering Solution of the Production Process in a Printing House, Analele Științifice ale Universității „Ovidius” Constanța, Seria Matematică, ISSN 1224-1784, Vol. 21(1), pp. 83–99.  
[https://apps.webofknowledge.com/full\\_record.do?product=WOS&search\\_mode=GeneralSearch&qid=13&SID=N2yzfb3VidAbSZOTRkF&page=1&doc=1&cacheurlFromRightClick=no](https://apps.webofknowledge.com/full_record.do?product=WOS&search_mode=GeneralSearch&qid=13&SID=N2yzfb3VidAbSZOTRkF&page=1&doc=1&cacheurlFromRightClick=no)

Opportunities of a Romanian Company's Business Development in Countries with Cultural Intelligence Compatibility, African Journal of Business Management, vol. 5 (30), ISSN 1993-8233, pp. 11946-11954.  
[https://apps.webofknowledge.com/full\\_record.do?product=UA&search\\_mode=GeneralSearch&qid=12&SID=Z2iS8xnYGSswHMlzMqt&page=3&doc=146](https://apps.webofknowledge.com/full_record.do?product=UA&search_mode=GeneralSearch&qid=12&SID=Z2iS8xnYGSswHMlzMqt&page=3&doc=146)  
<http://www.academicjournals.org/journal/AJBM/article-full-text-pdf/31DB9D019318>

- Awards**
- „Best Paper Award” oferit de Journal of Business Research (Elsevier), Prof. univ. dr. Adrian Micu și Prof. univ. dr. Alexandru Căpățînă, International Conference Global Innovation and Knowledge Academy, ISEG Management School din Lisabona, 27.06.2017 – 1.07.2017.
  - I at the international fair of simulated enterprises – Jesolo (Venetia) – April 2015 – obtained by the simulated company Smart OWL - within the Simpract project

- Expertise in the field of administrative policy making**
- Developing strategies, procedures and regulations at the "Dunarea de Jos" University in Galati - member of the Board of Directors
  - Developing strategies, procedures and regulations at the Faculty of Economics and Business Administration

- Conference**
- 55 articles

- Project Manager**
- POSDRU 92/3.1/s/49297, „Fii manager pentru afacerea ta”, acronim (PAR-SE)
  - BANCA MONDIALĂ “Servicii de asistență pentru I.M.M.”, nr. 10987/10.03.2003
  - PROIECT INOVARE, Tehnologie și Instalatie Pentru Tratarea Apelor Industriale Uzate, beneficiar Ministerul Educației și Cercetării, Grant nr. 244/2008

- Affiliation**
- SAMRO
  - SSMAR
  - AROMAR

- Evaluation and expertise**
- Project Evaluator - Ministry of Economy and Business Environment;
  - Reviewer for Annals of "Dunarea de Jos" University, Fascicola Economics and Applied Informatics, Annals of "Ovidius" University of Constanta, Economic Sciences.
  - Member of posting commissions ("Valahia" University of Târgoviște, "Tomis" University of Constanța, "Dimitrie Cantemir" University of Constanța, "Nicolae Titulescu" University of Bucharest)
  - Member of Public Support Committees of Doctoral Theses (12 doctoral theses).

The contribution to the training of specialists

- Member of the doctoral commissions by PhD students - "Alexandru Ioan Cuza" University of Iasi and "Dunarea de Jos" University of Galati;
- Member of doctoral thesis validation committees - "Alexandru Ioan Cuza" University of Iasi and "Dunarea de Jos" University of Galati;
- Support for lectures at the postdoctoral school
- Coordination of the student's scientific research activity - licensed works;
- Coordination of the student's scientific research activity - dissertation papers

Number of citations

- ISI Web of Knowledge = 34 citations
- Google Scholar = 150 citations
- Scopus = 25 citation

Participation in doctoral committees

- 30 committees