

PERSONAL INFORMATION

COITA, Dorin-Cristian



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Date of birth 27/02/1973 | Nationality Romanian

CURRENT POSITION

Associate Professor in Marketing

WORK EXPERIENCE

From 2009

Associate Professor at University of Oradea, Romania

University of Oradea, Romania, University str., 1, 410087, Bihor county, Romania

- Deliver **courses** and other activities to support the delivery of University of Oradea aims. I am currently teaching: **Marketing (in Romanian and English), Marketing Research, Marketing of Services, and Marketing of Non-Profit Organizations-(in Romanian)**
 - Create **course materials – textbooks**. (in Romanian language) for each of the course delivered: Marketing, Marketing of Services, Marketing of Non-profit Organizations, Marketing Research, and Management of Non-profit Organizations, Marketing for Education, and Social Media for Education.
 - Online teaching the **distance learning** students, using Moodle Distance Learning Platform.
 - Assure the **quality of teaching and learning** within structures and procedures established by University of Oradea
 - **Train, evaluate and mentor students**
- Business or sector** Higher Education

2016-2017

Associate Professor in Turkey, at Bülent Ecevit University, Zonguldak, Turkey

Bülent Ecevit University, 67100 İncivez / Zonguldak / TURKEY

- Delivered **courses**. Taught disciplines as: **Marketing Management, Business English**
 - Trained, evaluated and mentored students.
 - Initiated and maintained **partnership between University of Oradea and Bulent Ecevit University**
- Business or sector** Higher Education

2012-2015

Director of Management-Marketing Department, University of Oradea, Romania.

University of Oradea, Romania, Universitatii str., 1, 410087, Bihor county, Romania

Main responsibilities:

- Undertook leadership and administrative tasks associated with the activities of the Department.
- Set strategy and assured operational followership of the plans of the Department in the frame of University of Oradea's mid and long term objectives.
- Assured high quality of the educational process;
- Developed and maintained strong relationship with companies that activate on local market in order to create the link between the theory and the practical needs of the students.
- Worked collaboratively with colleagues in Romania and with external networks both for the exchange of information, share learning and formed relationships
- Organizing annual scientific conferences of the Faculty of Economics / University of Oradea [EINCO](#) – *European Integration – New Challenges* and [EMEB](#) - *Emerging Markets Economies And Business*.
- Undertook a proactive role in promoting and marketing the Faculty of Economics, identified the recruitment targets, organized Open Week of the University of Oradea and organized student recruitment events such as campus visits, participation to courses, business plan contests, study tours, online marketing campaigns. Contributed to building of the visual identity of Faculty of Economics. Organized recruitment campaigns of the Faculty of Economics to high schools.

[Business or sector](#) Higher Education

1996-2009 **Faculty at University of Oradea, Romania**

*PhD Lecturer (2005-2009),
Lecturer (2001-2005),
Assistant Lecturer (1996 - 2001)*

University of Oradea, Romania, Universității str., 1, 410087, Bihor county, Romania

- Delivered **courses** and other activities to support the delivery of University of Oradea aims
- Organized the practical stages of the students at local companies and organizations.
- Initiated and maintained **partnership with companies** and **relations with university stakeholders** (student organizations, alumni, employers of our graduates, partner companies, and members of Consulting Council).
- **Organized academic events** (conferences, round tables' conferences, panel discussions, national students' contests).
- Participated in different **boards and councils of academic structures** (Senate of The University, Council of the Faculty, and Council of the Department) as elected member.
- Participated in Erasmus Teaching Staff Mobility Programs

2006-2012 **Visiting Professor (Erasmus Teaching Staff Mobility) to different universities in Europe**

Attended to Erasmus Teaching Staff Mobility Programs: RESULTS: Since 2007, I have had 10 mobilities in European universities in Greece, Lithuania, France, Cyprus and Turkey, have met over 100 foreign staff and have taught over 1000 foreign students.

- University of West Attica, Athens, in 2018, 2019
- Nişantaşı University, Istanbul, in 2018
- PA College, Larnaca, Cyprus, in 2014
- Adnan Menderes University, Aydin, Turkey in 2008, 2009, 2010, 2011, 2012
- University of Champagne Ardenne, Reims, France in 2009
- Lithuanian Christian College, Klaipeda, Lithuania, 2006, 2007, taught Marketing and Services Marketing

[Business or sector](#) Higher Education

2009-2011 **President and Board Member of many NGO's- nongovernmental organizations**

Marketing Association, Seven Hills Community Association, TopFormalis Non-formal Education Association, Carpathian Foundation, Romania

- Managed the NGOs, developed organizational projects, set up the strategy and operational plans
- Evaluated projects
- Participated to the meetings with international fellows
- Represented the organization in international projects

[Business or sector](#) International Development, NGO's

2007-2008 **Local Representative of the Credit Guarantee Fund**

Romanian National Credit Guarantee Fund for SME's Romania, Str. Iulian Ștefan, nr.38, Sector 1, Bucharest, Romania, www.fngcimm.ro

- Maintained relationships with local banks and local entrepreneurs.
 - Provided assistance for file submission and applying for the guarantees
- Business or sector** Financial Guarantees for Credits

2006-2011 Expert Evaluator– Controlling Quality of the Adult Training Providers

National Council for Adult Training - Centre of Bihor,

- Evaluated the records of adult professional training
- Participated in the graduation exam committees

Business or sector Adult Training

1999-2007 Sales Agent, Sales Manager, Sales Director

Aviva Life Insurance Company, Romania , Asig Invest Broker de Asigurare SA, Insurance Broker, Romania Mobil Technology Company, Romania

- Recruited sales agents
 - Sold insurances
 - Local representative of the company
 - Sold mobile phone and accessories
- Business or sector** Insurance, telecom

EDUCATION AND TRAINING

1999-2005 PhD in Marketing

Academy of Economic Studies, Bucharest, Romania,

1998-2003 Bachelor studies in Sociology

Faculty of Social Science, University of Oradea, Romania

- Social Research Methodology, Anthropology, Demography, Sociology of Social Change

1996-1997 Post university studies in Economy and Management of Services

Faculty of Economics, University of Oradea, Romania

- Methods and Techniques of Research in Services Marketing, Marketing Management of Tourism Services

1996-1997 Bachelor studies in Tourism and Services

Faculty of Economics, University of Oradea, Romania

- Political Economy, Accounting, Management, Marketing, Tourism economy, Services economy, Services and tourism marketing

PERSONAL SKILLS

Mother tongue(s) Romanian

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C1	C2	C1	C1	C1
German, French	A2	A2	A2	A2	A2
Hungarian, Turkish	A1	A1	A1	A1	A1

Levels: A1/2: Basic user - B1/2: Independent user - C1/2 Proficient user
Common European Framework of Reference for Languages

Communication skills

- **Good communication** skills;
- **Teaching skills** (over 23 years of experience):
- **Training skills:**
- **Selling skills** gained through my experience as sales person (1999-2008).

Organisational / managerial skills

- **Manager and leadership skills.**
 - Director of the Department; Member of the Faculty Council and in the Senate of the University

Job-related skills

- **Research management skills**, acquired from academic experience and certified training
- Good command of **quality control of education** (I am currently responsible for quality audit for four academic study programs in my department at both bachelor and master level);
- **Educational program evaluating skills:** I have experience in evaluating training and educational programs as expert.
- Experience in **organizing academic conferences and events.**
- **International experience**, gained by working in Turkey (2016-2017), Lithuania (2006-2007), with different Erasmus Teaching Staff Mobility Program- University of West Attica, Athens, Greece (2018), Nişantası University, Istanbul, (2018), PA College Larnaca Cyprus (2014), Adnan Menders University Turkey (2008, 2009, 2010, 2011, 2012), Université de Reims Champagne-Ardenne, France (2009).

Computer skills

- Good command of Microsoft Office tools;
- Good command of Google tools.

Other skills

- Public speaking skills, Research skills, Writing skills
- Online Publisher: I have my own online blog about education, management and marketing:
- My blog: <http://dccoita.blogspot.com/>

Driving licence

- B

Marital status

- Married, one daughter, 15 years old.

June 15th, 2021