

## Europass Curriculum Vitae



### Personal information

**First name(s) / Surname(s)** **Adela Laura / POPA**  
**Address(es)** 70, Aluminei street, 410313, Oradea, Romania  
**Telephone(s)**  
**E-mail** [adela.laura.popa@gmail.com](mailto:adela.laura.popa@gmail.com), [apopa@uoradea.ro](mailto:apopa@uoradea.ro)  
**LinkedIn** [linkedin.com/in/adela-popa-b5684412](https://www.linkedin.com/in/adela-popa-b5684412)  
**Nationality** Romanian  
**Date of birth** August, 1975  
**Gender** Female

### Work experience

<p><b>Dates</b></p> <p>Occupation or position held</p> <p>Main activities and responsibilities</p>	<p><b>2013 - present</b></p> <p>University lecturer, Department of Management-Marketing</p> <p>Disciplines: Marketing, Marketing Research, Marketing Projects; Digital Marketing, Customer Relationship Management</p> <p>Lecture, seminar, practical and laboratory activities</p> <p>Activities of tutoring students in practical activities, coordination of diploma papers and dissertation theses</p> <p>Activities of direct didactic evaluation, of admission examinations</p> <p>Participation in conferences, symposiums, grants</p> <p>Elaboration of courses, guides, exercise books</p> <p>Presentation of scientific works, books of specialty</p>
<p>Name and address of employer</p> <p>Type of business or sector</p>	<p>Faculty of Economics, University of Oradea</p> <p>Education</p>
<p><b>Dates</b></p> <p>Occupation or position held</p> <p>Name and address of employer</p> <p>Type of business or sector</p>	<p><b>2004 - 2013</b></p> <p>Teaching assistant, Department of Management - Marketing</p> <p>Faculty of Economics, University of Oradea</p> <p>Education</p>
<p><b>Dates</b></p> <p>Occupation or position held</p> <p>Name and address of employer</p> <p>Type of business or sector</p>	<p><b>2001 – 2006</b></p> <p>Collaborator in the marketing department / online marketing related activities</p> <p>EAST Technologies SRL Oradea - (<a href="http://www.east-tec.com">www.east-tec.com</a>)</p> <p>IT</p>

Dates	<b>2002 - 2004</b>
Occupation or position held	instructor, Department of Statistics and Informatics
Name and address of employer	Faculty of Economics, University of Oradea
Type of business or sector	Education

### Education and training

Dates	<b>2014 - 2015</b>
Title of qualification awarded	Postdoctoral studies – member in the project „SOCERT. Knowledge society, dynamism through research”, contract number POSDRU/159/1.5/S/132406. This project is co-financed by European Social Fund through Sectoral Operational Programme for Human Resources Development 2007-2013. Investing in people! The title of the research project: „ <b>Applicative Valences of Online Marketing Tools within the Area of Higher Education Services</b> ”

Principal subjects/occupational skills covered	Marketing, Digital/Online Marketing, Higher Education Marketing
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Name and type of organisation providing education and training	University of Oradea as partner in the project „SOCERT. Knowledge society, dynamism through research”, contract number POSDRU/159/1.5/S/132406.
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Dates	<b>2008 - 2012</b>
Title of qualification awarded	PhD – Marketing The PhD thesis paper title: „ <b>Development Directions of Relationship Marketing by Using Databases. Case Study for Healthcare Services</b> ”

Principal subjects/occupational skills covered	Marketing, Relationship Marketing, Healthcare Marketing
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Name and type of organisation providing education and training	Academy of Economic Sciences, Bucharest
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Dates	<b>1998 - 1999</b>
Title of qualification awarded	Postgraduate Studies
Principal subjects/occupational skills covered	IT Strategies applied in the field of Economy and Business
Name and type of organisation providing education and training	Faculty of Economics, Babes-Bolyai University, Cluj-Napoca

Dates	<b>1993 - 1998</b>
Title of qualification awarded	Graduate Studies
Principal subjects/occupational skills covered	Economic Informatics
Name and type of organisation providing education and training	Faculty of Economics, Babes-Bolyai University, Cluj-Napoca

### European projects

- *Expert platform IT – innovation in the project "VIITOR ANTREPRENOR - Creșterea participării studenților din categorii vulnerabile la programe de studii de licență prin cadre inovative antreprenoriale", POCU/379/6/21-125160*
- *Mobility projects for researchers*
  - Research Project code: PN-III-P1-1.1-MC-2019-2415, Project director: Adela Laura Popa, Project duration: 13.11.2019 – 14.11.2019. Project theme: conference participation with the paper Online Communication of Corporate Social Responsibility Actions by Hotels in Romania. Supported by a mobility grant of the Romanian Ministry of Research and Innovation, CNCS - UEFISCDI
  - Research Project code: PN-III-P1-1.1-MC-2017-2439, Project director: Adela Laura Popa, Project duration: February 2018. Project theme: conference participation with the paper The Digital Era of Customer Relationship Management. Supported by a mobility grant of the

- Romanian Ministry of Research and Innovation, CNCS - UEFISCDI
- Research Project code: PN-III-P1-1.1-MC-2018-1662, Project director: Adela Laura Popa, Project duration: 26.11-30.11.2018. Project theme: library research activities Montpellier Business School, Montpellier, Franța. Supported by a mobility grant of the Romanian Ministry of Research and Innovation, CNCS - UEFISCDI
- Research Project code: PN-III-P1-1.1-MC-2017-2439, Project director: Adela Laura Popa, Project duration: 15.11-16.11.2018. Project theme: conference participation with the paper A New Level of Marketing Thinking – Macromarketing (1). Supported by a mobility grant of the Romanian Ministry of Research and Innovation, CNCS - UEFISCDI
- Scientific assistant (for Bihor county area) in the project “Entrepreneurship and the Equality of Chances. An Inter-regional Model of Women School of Entrepreneurship”, financed by the European Social Fund - “Invest in people!” Contract nr. POSDRU/9/3.1/S/5”, Implementation period: 01.05.2009 – 01.05.2010, Value: 12.500.104 lei
- IT expert in the project “Training and Excellence Center in Human Resources Management (CFP – MRU)”, Phare Program 2006 “Lifelong Learning Promotion for Training and Retraining of the Work Force”, Implementation period: 02.12.2008 – 30.11.2009, Value: 110.494 Euro
- Scientific assistant in the project “The Supporting of the Integration of SMEs which carry out Import-Export Activities in Bihor County within the European Single Market through the Development of some cross-border services”, financed by the Romania-Hungary PHARE CBC 2005 Programme, Implementation period: 1.09.2007 – 30.11.2008
- Collaborator in the project “eWork – today - training program oriented towards adaptation / orientation of the active labour force to the requirements of the informational society (eWork - PIAFM)”, Program PHARE 2005, Contract: PHARE 2005 / 017-553.04.02.01.01.612 Active occupancy measures. Implementation period: 03.01 – 31.12.2008; Total grant: 118080 euro

### Other activities

- Scientific Secretary of the Department of Management - Marketing, 2006-2010
- Member of the organizing committee of the “International Scientific Conference. “European Integration – New Challenges for the Romanian Economy”, held by University of Oradea, Faculty of Economics, 2007-2017
- Marketing collaborator at EAST Technologies SRL Oradea, specialized security software company (<http://www.east-tec.com/>)

### International collaborations

1. March 2016, October 2017 – Visiting Professor at Technological Educational Institute of Athens, Greece (Erasmus Programme of Teaching and Training Staff Mobility)
2. October 2016 - Visiting Professor at P.A. College, Lamaca, Cyprus (Erasmus Programme of Teaching and Training Staff Mobility)
3. December 2018 – Visiting Professor (research activities) – Montpellier Business School, France - Supported by a mobility grant of the Romanian Ministry of Research and Innovation, CNCS - UEFISCDI

Topics of the presentations:

- Marketing with a digital touch (1) (2)
- Sharing Value in the educational context (3)

### Personal skills and competences

Mother tongue(s)

**Romanian**

Other language(s)

Self-assessment

European level (\*)

**English**

**French, German**

Understanding				Speaking				Writing	
Listening		Reading		Spoken interaction		Spoken production			
B2	Independent user	C1	Proficient user	B2	Independent user	B2	Independent user	B2	Independent user
A2	Basic user	A2	Basic user	A2	Basic user	A2	Basic user	A2	Basic user

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

Computer skills and competences

Microsoft Office, Xara Designer, IBM SPSS Statistics Base

### Additional information

Certificate of participation Online Marketing Academy  
Certificate of linguistic competence in English  
Certificate of Re2U membership  
Diploma of training programme: Complex managerial simulations PRELEM XXI

### Selected list of publications

- Popa, Adela Laura, Țarcă, N. N., Sasu D. V. (2016) **An experiment on using online marketing tools for promoting higher education services**, The Annals of the University of Oradea. Economic Sciences, Tom XXV, 2st issue / December 2016, pp. 588-593.  
<http://anale.steconomeuoradea.ro/volume/2016/AUOES-2-2016.pdf>
- Ban, Olimpia, Popa, Adela-Laura (2015) **Investigating digital divide in travel distribution: The use of Internet and new media technologies in travel agencies of Bihor**, Romania, TOURISM - An International Interdisciplinary Journal, Volume 63 / 2015 / Number 4, ISSN 1332-7461, pp. 479-496  
[http://www.iztg.hr/en/publications/tourism/latest\\_issue/?brojId=85](http://www.iztg.hr/en/publications/tourism/latest_issue/?brojId=85)
- Popa, Adela Laura (2015a) **A classic framework of online marketing tools**, The Annals of the University of Oradea. Economic Sciences, Tom XXIV, 1st issue / July 2015, pp. 1269-1277.  
<https://ideas.repec.org/a/ora/journl/v1y2015i1p1269-1277.html>  
<https://doaj.org/toc/1582-5450>  
<http://econpapers.repec.org/scripts/search.pl?ft=popa+adela+laura>
- Popa, Adela Laura (2015b) **Dilemmas on Student's Place in Defining the Higher Education Institutions' Marketing Strategy**, "Ovidius" University Annals, Economic Sciences Series, Volume XV, Issue 1 /2015, pp. 600-604.  
[http://econpapers.repec.org/article/ovioviste/v\\_3axv\\_3ay\\_3a2015\\_3ai\\_3a1\\_3ap\\_3a600-604.htm](http://econpapers.repec.org/article/ovioviste/v_3axv_3ay_3a2015_3ai_3a1_3ap_3a600-604.htm)  
<http://connection.ebscohost.com/c/articles/109000974/dilemmas-students-place-defining-higher-education-institutions-marketing-strategy>
- Popa, Adela Laura (2015c) **Understanding students' needs for a more effective online marketing in the higher education system**, The Annals of the University of Oradea. Economic Sciences, Tom XXIV, 1st issue / July 2015, pp. 1278-1284  
<https://ideas.repec.org/a/ora/journl/v1y2015i1p1278-1284.html>  
<http://connection.ebscohost.com/c/articles/103190427/understanding-students-needs-more-effective-online-marketing-higher-education-system>  
<https://doaj.org/article/a273dda62695429fb924e45049af4463>
- Popa, Adela Laura, Țarcă, N. N., Tarcza, T. M. (2014) **The Online Strategy of Romanian Higher Education Institutions: Present and Future**, 15th EBES Conference – Lisbon Proceeding CD, volume 3, Published by EBES, pp. 1875-1886. -  
<https://www.ebesweb.org/Conferences/Recent/15th-EBES-Conference-Lisbon.aspx> -  
SpringerLink - [http://link.springer.com/chapter/10.1007/978-3-319-27570-3\\_32](http://link.springer.com/chapter/10.1007/978-3-319-27570-3_32)  
ISI Web of Knowledge -  
[https://apps.webofknowledge.com/full\\_record.do?product=WOS&search\\_mode=GeneralSearch&qid=3&SID=U1TMytcxSEOmSnUdPU1&page=1&doc=1](https://apps.webofknowledge.com/full_record.do?product=WOS&search_mode=GeneralSearch&qid=3&SID=U1TMytcxSEOmSnUdPU1&page=1&doc=1)
- **Adela Laura Popa**, Anca Vlădoi, **Building patient loyalty using online tools**, International Conference European Integration – New Challenges, Oradea, 2010, 6<sup>th</sup> Edition, 2010, The Annals of the University of Oradea, Economic Sciences – Tom XIX, No. 1, July 2010, ISSN-1582-5450, 2010, pp. 766-771  
<http://anale.steconomeuoradea.ro/volume/2010/n1/121.pdf>  
RePEc (RESEARCH PAPERS IN ECONOMICS) -  
[http://econpapers.repec.org/article/orajournl/v\\_3a1\\_3ay\\_3a2010\\_3ai\\_3a1\\_3ap\\_3a766-771.htm](http://econpapers.repec.org/article/orajournl/v_3a1_3ay_3a2010_3ai_3a1_3ap_3a766-771.htm)  
DOAJ - <http://www.doaj.org/doaj?func=abstract&id=688917>  
EBSCO - <http://web.ebscohost.com/ehost/detail?vid=4&hid=110&sid=e350ff5-2c6e-4547-954e->

[708ca763d232%40sessionmgr113&bdata=JnNpdGU9ZWVhc3QtbGl2ZQ%3d%3d#db=bth&AN=67234160](http://www.ibima.org/CA2010/papers/lpad.html)

- **Adela Laura Popa**, Anca Daniela Vlădoi, Florin Mihoc, Alexandru Bogdan Jalbă, **Measuring Patient Satisfaction Within Romanian Healthcare Services – A Relationship Marketing Approach**, Knowledge Management and Innovation: A Business Competitive Edge Perspective, Proceedings of The 15th International Business Information Management Association Conference, November 6 - 7, 2010, Cairo, Egypt, Editor: Khalid S. Soliman, Lucrările conferinței sunt indexate ISI Proceedings, Ediție pe suport CD-ROM, ISBN: 978-0-9821489-4-5, 2010, pp. 842 – 846,  
<http://www.ibima.org/CA2010/papers/lpad.html>  
- ISI Web of Knowledge (Proceedings Paper):  
[http://apps.webofknowledge.com/full\\_record.do?product=WOS&search\\_mode=GeneralSearch&qid=80&SID=N1APho4m3PemmlNehim&page=1&doc=1](http://apps.webofknowledge.com/full_record.do?product=WOS&search_mode=GeneralSearch&qid=80&SID=N1APho4m3PemmlNehim&page=1&doc=1)
- **Adela Laura Popa**, Dinu Vlad Sasu, **Marketing Databases – The Shortest Way to Client’s Heart**, International Conference European Integration – New Challenges, Oradea, 2008, Ed. IV, Annals of the University of Oradea, Economic Sciences – Tom XVII, Vol. IV – MANAGEMENT AND MARKETING, ISSN: 1582-5450, 2008, pp. 1495-1498  
<http://anale.steconomiceuoradea.ro/2010/05/28/tom-2008-volume-iv-management-marketing/>  
RePEc (RESEARCH PAPERS IN ECONOMICS) -  
[http://econpapers.repec.org/article/orajourn/v\\_3a4\\_3ay\\_3a2008\\_3ai\\_3a1\\_3ap\\_3a1495-1498.htm](http://econpapers.repec.org/article/orajourn/v_3a4_3ay_3a2008_3ai_3a1_3ap_3a1495-1498.htm)  
DOAJ - <https://doaj.org/article/0ba0849a875b4ebe923c4661bc94891f>  
EBSCO - <http://connection.ebscohost.com/c/articles/48755900/marketing-databases-shortest-way-clients-heart>
- Dinu Vlad Sasu, **Adela Laura Popa**, Oana Maria Secară, **Loyalty Programs which Influence the Decision Process in Choosing Tourism Destination**, International Conference European Integration – New Challenges, Oradea, 2008, Ed. IV, Annals of the University of Oradea, Economic Sciences – Tom XVII, Vol. IV – MANAGEMENT AND MARKETING, 2008, pp. 1183-1187, <http://steconomice.uoradea.ro/anale/volume/2008/v4-management-marketing/218.pdf>  
EBSCO - <http://connection.ebscohost.com/c/articles/48755845/loyalty-programs-which-influence-decision-process-choosing-tourism-destination>

Oradea, 15.06.2021