

PERSONAL INFORMATION

Liliana DUGULEANA

✉ ldugul@unitbv.ro

POSITION
IOSUD UTBV

PhD Coordinator
Doctoral studies field: **Marketing**
Since 2005

EXPERTISE FIELD AND
RESEARCH INTEREST AREAS

Economic statistics, Economic forecasting, Econometrics, Marketing / Marketing research / Modeling consumer behavior

WORK EXPERIENCE

2000 - present

University professor

"Transilvania" University of Brasov (Eroilor Boulevard 29, www.unitbv.ro)
▪ Dept. Management and Economic Informatics

1998 - 2000

Associate professor

"Transilvania" University of Brasov (Eroilor Boulevard 29, www.unitbv.ro)
▪ Dept. Management and Economic Informatics

1996-1998

University lector

"Transilvania" University of Brasov (Eroilor Boulevard 29, www.unitbv.ro)
▪ Dept. Management and Economic Informatics

1993-1996

University assistant

"Transilvania" University of Brasov (Eroilor Boulevard 29, www.unitbv.ro)
▪ Dept. Management and Economic Informatics

EDUCATION AND TRAINING

1993 - 1999

Doctoral degree in Economic Sciences, specialization Economic Statistics

Replace with EQF
(or other) level if
relevant

Faculty of Cybernetics, Statistics and Informatics, Academy of Economic Studies, ASE, Bucharest

1978 - 1982

Bachelor's degree - economist

Faculty of Economic Planning and Cybernetics, Academy of Economic Studies, ASE, Bucharest

PERSONAL SKILLS

Mother tongue(s)

Romanian language

Other language(s)

English language

French language

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English language	B2	B2	B2	B2	B2
French language	A2	A2	A2	A2	A2

Levels: A1/A2: Basic user - B1/B2: Independent user - C1/C2 Proficient user

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

Communication skills

▪ good communication skills acquired through the teacher's own experience

Organisational / managerial skills ▪ Leadership (International Business Specialization Coordinator - ID, ASPECKT platform / laboratory director, ARACIS expert in Economic Sciences 1)

Job-related skills ▪ knowledge of quality control processes (quality audit at the faculty level)
 ▪ expert in ENQA commissions: evaluation of national quality agencies HAC (Hungary), CAQA (Serbia)
 ▪ Chairman of the panel committee in the TesLA - AQU project Catalonia, Spain
 ▪ ▪ member of the CNATDCU commission - Economic Sciences - Marketing

Digital skills

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

Levels: Basic user - Independent user - Proficient user
[Digital competences - Self-assessment grid](#)

▪ a good knowledge of the various software for the academic activity, the e-learning platform

ADDITIONAL INFORMATION

H Indexes: platforms: Clarivate Analytics (Web of Science) 1; SCOPUS 1; Google Scholar 5.

ANNEXES

LIST OF RELEVANT PUBLICATIONS /RESEARCH (selection)

1. *STATISTICĂ ECONOMICĂ ȘI SOCIALĂ. Teorie și aplicații*, **L. Duguleană**, Ed. Infomarket, 1999, ISBN 973-98957-4-3, 257 pag.
2. *METODE STATISTICE UTILIZATE ÎN MARKETINGUL INDUSTRIAL*, **L. Duguleană**, Ed. HACO International, 1999, ISBN 973-99384-0-X, 320 pag.
3. *STATISTICĂ*, **L. Duguleană**, Ed. Infomarket, Brașov, 2002, ISBN 973-8204-23-2, 220 pag.
4. *METODE CANTITATIVE ÎN ANALIZA DATELOR*, **L. Duguleana**, N. Petcu, Ed. Infomarket, 2005, ISBN 973-8204-77-1, 156 pag.
5. *METODE DE PREVIZIUNE ECONOMICĂ*, **Liliana Duguleană**, Ed. Universității "Transilvania", Brașov, 2011, Bibliogr. ISBN 978-973-598-658-2, 338,27, 147 pag.
6. *BAZELE STATISTICII ECONOMICE*, **Liliana Duguleană**, Editura C.H. Beck, București, 2012, ISBN 978-973-115-969-0, 346 pag.
7. *STATISTICĂ ÎN CERCETARE*, **Liliana Duguleană**, course for doctoral students, Doctoral School, online, 2013
8. *A Gravity Model of East-West European Migration*, **L. Duguleana**, C. Duguleana, S. Busuioceanu, p. 22-76, *EAST-WEST MIGRATION IN THE EUROPEAN UNION*, Editor Nicolae Marinescu, Ed. Cambridge Scholars Publishing, ISBN-13: 978-1-4438-9893-5, ISBN-10:1-4438-9893-7, Date of Publication: 01/04/2017, Pages/Size: 340/A5, cap. 2, <http://www.cambridgescholars.com/east-west-migration-in-the-european-union-2>, <http://www.cambridgescholars.com/download/sample/63796>
9. *Identifying the Effects of Migration Flows within the Countries of the European Union*, Constantin Duguleana, Liliana Duguleana, Steliana Busuioceanu, p. 170-182, *EAST-WEST MIGRATION IN THE EUROPEAN UNION*, Editor Nicolae Marinescu, Ed. Cambridge Scholars Publishing, ISBN-13: 978-1-4438-9893-5, ISBN-10:1-4438-9893-7, Date of Publication: 01/04/2017, Pages/Size: 340/A5, cap. 8, <http://www.cambridgescholars.com/east-west-migration-in-the-european-union-2>, <http://www.cambridgescholars.com/download/sample/63796>
10. *Dynamic analysis of European organic agricultural areas in the context of sustainable development*, **Liliana Duguleană**, Marius Bălășescu, Constantin Duguleană, Simona Bălășescu, Nicoleta Andreea Neacșu, Lavinia Dovleac, Sage Journals, Outlook on agriculture, vol. 47, Issue 1, 2018, pp. 27–35, ISSN: 0030-7270, <https://doi.org/10.1177/0030727018761689>, WOS:000429905900004 (Factor de impact 2018: 1.030, 5-Year Impact Factor 2018: 0.953), Sage Journals, <http://journals.sagepub.com/toc/oag/0/0>
11. *Investments, Economic Growth and Employment: VAR Method for Romania*, Vodă Alina Daniela, **Duguleană Liliana**, Dobrotă Gabriela, Studies in Business and Economics no. 14(2)/2019, Sciendo, DOI 10.2478/sbe-2019-0037, Web of Science (Core Collection) p. 231-244, <https://content.sciendo.com/view/journals/sbe/14/2/article-p231.xml?lang=en>
12. *A Structural Analysis of European Union Economy*, **Duguleană Liliana**, Duguleană Constantin, Busuioceanu Steliana, Romanian Statistical Review, Issue 3, 2016, p. 19-51, ISSN: 1018-046X, WOS:000392213800002, http://www.revistadestatistica.ro/wp-content/uploads/2014/01/RRS3_2016_1.pdf, <http://www.revistadestatistica.ro/index.php/a-structural-analysis-of-european-union-economy/>, http://www.revistadestatistica.ro/wp-content/uploads/2016/09/RRS3_2016_A2.pdf
13. *Brand Valuation Methodologies and Practices*, **L. Duguleană**, C. Duguleană, Bulletin of the Transilvania University of Brașov • Vol. 7 (56) •No. 1, Series V: Economic Sciences, 2014, p. 43-52, ISSN 2065-2194 (Print), ISSN 2065-2208 (CD-ROM), http://webbut.unitbv.ro/Bulletin/Series%20V/BULETIN%20V%20PDF/06_DUGULEANA%20L-DUGULEANA.pdf
14. *Analyzing the Economic Potential of Romanian Administrative Regions*, **Liliana Duguleană**, Constantin Duguleană, 1st International Conference on "Marketing&Business Development", MBD 2013, Ed. ASE, ISSN 2344-5130, ISSN-L 2344-5130, Facultatea de Marketing, AS.E. București, 21–24.11.2013, www.marketingevents.ro/mbd, *International Journal of Economic Practices and Theories (IJEPT)* ISSN: 2247 – 7225 (online), p. 262-272, Special issue on Marketing and Business Development, Vol. 4, No. 2, 2014, <http://www.ijept.org/index.php/ijept/issue/view/12>
15. *Basic Concepts of Macroeconomic Development Marketing*, **L. Duguleana**, C. Duguleana, ID number 634-219, WSEAS International Conference RISK MANAGEMENT, ASSESSMENT AND MITIGATION (RIMA'10), Universitatea Politehnica, Bucharest, Romania, April 20-22, 2010, Proceedings of the International Conference RIMA `10 „Recent Advances in Risk Management, Assessment and Mitigation”, pag. 117-123, ISBN: 978-960-474-182-3, ISSN: 1790-2769, WSEAS Press, CD, ISBN:978-960-474-183-0, <http://www.wseas.us/conferences/2010/bucharest/rima/>, www.wseas.us/e-library/conferences/2010/Bucharest/RIMA/RIMA-20.pdf

16. *Changes in the Development of European Tourism during 1990-2004*, **Duguleana Liliana**, Duguleana Constantin, PROCEEDINGS OF THE 2ND WSEAS INTERNATIONAL CONFERENCE ON CULTURAL HERITAGE AND TOURISM, (CUHT '09), Rodos, GREECE, 2009, p. 107-112, ISBN:978-960-474-103-8, WOS:000273266600016, www.wseas.us/e-library/conferences/2009/rodos/CUHT/CUHT16.pdf
17. *Some Aspects concerning the Equality of Income Distribution in Romania and in Some Developed Countries, at the End of the Second Millennium*, **Duguleana Liliana**, Duguleana Constantin, PROCEEDINGS OF THE 3RD INTERNATIONAL CONFERENCE ON MANAGEMENT, MARKETING AND FINANCES, Houston, USA, 2009, p. 139-141, ISBN:978-960-474-073-4, WOS:000266630000021, <https://doi.org/10.13140/2.1.1762.5600>, www.wseas.us/e-library/conferences/2009/houston/AMMF/AMMF21.pdf
18. *Testing the Law of Economic Growth and Income Distribution in the World Developed Countries*, Duguleana Constantin, **Duguleana Liliana**, PROCEEDINGS OF THE 3RD INTERNATIONAL CONFERENCE ON MANAGEMENT, MARKETING AND FINANCES, Houston, USA, 2009, p. 168-171, ISBN:978-960-474-073-4, Accession Number: WOS:000266630000026, DOI: 10.13140/2.1.3859.7122, www.wseas.us/e-library/conferences/2009/houston/AMMF/AMMF26.pdf
19. *The Students' Attitudes Concerning the Learning Process*, **Duguleana Liliana**, Duguleana Constantin, PROCEEDINGS OF THE 4TH WSEAS INTERNATIONAL CONFERENCE ON EDUCATIONAL TECHNOLOGIES (EDUTE'08), Corfu, GREECE, 2008, p. 112-115, ISBN:978-960-474-013-0, Accession Number: WOS:000262206400019
20. *Quantitative Marketing Research on Behavior of the Small and Medium Companies on Financial Advisory Services*, L. Duguleană, C.M Nicolae, Bulletin of the *Transilvania University of Braşov* • Vol. 6 (55) •No. 2 - 2013 Series V: Economic Sciences, p. 25-30, ISSN 2065-2194 (Print), ISSN 2065-2208 (CD-ROM), http://webbut.unitbv.ro/BU2013/Series%20V/Contents_V_MK.html, <http://webbut.unitbv.ro/BU2013/Series%20V/BULETIN%20V/005%20duguleana%20nicolae%20BUT%202013%202.pdf>
21. *The Intercultural Model of National Lebanese Market*, L. Duguleană, S.C. Popovici, Bulletin of the *Transilvania University of Braşov*, Vol. 7 (56) •No. 2, Series V: Economic Sciences, 2014, ISSN 2065-2194 (Print), ISSN 2065-2208 (CD-ROM), p. 259-266, http://webbut.unitbv.ro/Bulletin/Series%20V/BULETIN%20V/VI-02_DUGULEANA-%20L.pdf
22. *National Cultural Dimensions and Well-Being in Some Countries of the World, in 2013*, **L. Duguleană**, Cross – Cultural Management Journal, ISSN-L: 2286 – 0452, Volume XVI, Issue 2 (6) / 2014, p. 305-314, Conferința Internațională SEA 2014, Exploring Creativity: Practices And Patterns, în parteneriat cu Universitatea Transilvania din Braşov și Academia Română – Filiala Iași, 17th to 18th October 2014, Braşov, http://www.cmj.bxb.ro/Article/CMJ_6_9.pdf
23. *Analyzing and forecasting the European social climate*, **Duguleana L.**, Duguleana C., Bulletin of Transilvania University of Brasov, Vol. 8 (57) No.1 – 2015, Series V - Economic Sciences, ISSN 2065-2194, p. 207-226, http://webbut.unitbv.ro/Bulletin/Series%20V/BULETIN%20V/20PDF/24_Duguleana_L.pdf
24. *Marketing mix for rural development in Romania*, Klára - Dalma Polgár (Deszke), Liliana Duguleană, Bulletin of the *Transilvania University of Braşov*, Series V: Economic Sciences • Vol. 9 (58) No. 2 – 2016, p. 69-78
25. *Regional dimensions of rural development in Romania*, **Liliana Duguleană**, Constantin Duguleană, Klára – Dalma Polgár (Deszke), Bulletin of the *Transilvania University of Braşov*, Series V, Economic Sciences, Vol. 10 (59) No. 1 – 2017, ISSN 2065-2194 (Print), ISSN 2065-2208 (CD-ROM) p. 151-176, http://webbut.unitbv.ro/Bulletin/Series%20V/2017/BULETIN%20V/20PDF/17_DUGULEANA_Polgár.pdf
26. *Hypotheses in Research on the Level of Utilization of Financial Advisory Services for SMSs from Braşov County*, Nicolae C-M, **Duguleana L.**, Funaru M., MMK 2012, International Masaryk Conference for Ph.D. Students and Young Researchers, MAGNANIMITAS Assn. International and ECONFERENCE, December 10 – 14, 2012, vol. III. Hradec Králové, Czech Republic, pag. 626-633, http://www.vedeckekonference.cz/library/proceedings/mmk_2012.pdf