

PERSONAL INFORMATION

Liliana DUGULEANA

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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

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)

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

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

Organizational / managerial skills

- Leadership (International Business Specialization Coordinator - ID, ASPECKT platform / laboratory director, ARACIS expert in Economic Sciences commission 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

Brasov, 5.02.2026

Signature,