

## PERSONAL DETAILS



FULL NAME **RAMONA OLIVIA ȘTEFĂNESCU-MIHĂILĂ**  
EMPLOYER *Spiru Haret* UNIVERSITY BUCHAREST,  
13th Ion Ghica Street, District 3, 030045, Bucharest  
(+4) 021 316 97 86  
E-mail [stefanescu\\_dr@yahoo.com](mailto:stefanescu_dr@yahoo.com)  
NATIONALITY Romanian

## PROFESSIONAL EXPERIENCE

PERIOD **October 2008 –**  
EMPLOYER **SPIRU HARET UNIVERSITY Bucharest**  
DOMAIN Education and scientific research  
[www.spiruharet.ro](http://www.spiruharet.ro)  
JOB TITLE **PhD, MBA, MSc, MSc, Associate Professor**  
Director *Professional Training and Testing Centre Bucharest*, Project Leader *European Business Competence\*Licence*,  
Kuratorium Wirtschaftskompetenz für Europa, **EBC\*L International Vienna, Austria**  
*"Market Research" Magazine Founder, Editor and Co-Writer*  
*"Market Pulse" tv Producer, tvRM Educational*

TYPE AND SCOPE OF RESPONSABILITIES

Associate Professor PhD in Marketing: Introduction to Marketing, Management Marketing, Tourism Marketing, SME Marketing, Destination Marketing, Services Marketing, Deceptive and Subliminal Advertising.  
Educator and developer, looking for new ways to motivate and engage with my students, to transfer theory into practice and encourage students being creative and original;  
Coordinating, teaching and finding the best methods for students to get an international diploma in Economics – *European Business Competence\*Licence*, carrying out international projects, attending national and international conferences;  
Keeping an eye on the real economic and socio-politic market, keeping up with the recent and vital legislative debates regarding national interests, outlining the scenario for my own tv broadcast and looking for the proper people: professors, researchers, politicians, students, managers, mayors, ministers and presidents.  
*On Mai 2011, I involved my students in an university competition and I organized a projects competition for all Spiru Haret students. Their task consisted in a written project about real solutions/ideas to motivate our young people to build up their professional careers in Romania. The so-called competition "All for a competitive Romania" had three finalists, one of them is already part of an European project and he puts into practice his ideas.*  
<http://ebcl.spiruharet.ro/archives/10971>  
*On January 2011, Professional Training and Testing Centre participated to **European Business Competence\*Licence Champions League (Vienna, Austria)** and represented Romania with 3 finalists of our business classes. Our country ranked 11<sup>th</sup> in over 100 participants.*  
<http://ebcl.spiruharet.ro/archives/4731>  
*On September 2011, for the first time in our university I have written a new course – **Entrepreneurial Marketing**. One semester I have taught my students how to deal with the entrepreneurial secrets using Marketing strategies. The course is rather a practical guideline for those interested in opening a business then a theoretical scientific material; full of exercises and case studies, the subject responds to any question regarding the mixture between Management and Marketing.*  
*On March 2011, I have done something new with regards to my university and entrepreneurship education; I gave birth to **Market Research** magazine, my own idea and scientific "creation" regarding to scientific writing papers signed by researchers interested in promoting and increasing the research quality within their universities or/and companies.*  
*Market Research*, a quarterly magazine, written in Romanian language, with a strong economic content, such as Transportation and infrastructure, Regional development and tourism, Foreign affairs, Economy, Trade and business, Finance, Communication, Culture and Media, Business law, Work, Family and social protection, Education, Research and advertising, Neuromarketing, analyzed and treated at an academic competitive level by the Editorial Board, *Market Research* tends to transform into an international magazine Thomson ISI – an English version, thus engaging our researchers to spread information all over the world, staying in touch with the real scientific economic world.  
*I am recognized by the State Office for Inventions and Trademarks as the only founder "Market Research" by possessing a national Certificate no.120051.*  
<http://ebcl.spiruharet.ro/archives/category/market-research>  
*On September 2010, I have organized an international conference – "Investment in people, way out of crisis" where most of participants were university professors, students and representatives of national and multinational companies. The idea of this event was to put together on one hand both parts involved in learning and recruitment personnel process and on the other hand beneficiaries – the students. The result of all debates has completed in a bilingual volume – Romanian-English and it was offered to all our guests.*  
<http://ebcl.spiruharet.ro/archives/2451>

PERIOD **October 2007 – September 2008**  
EMPLOYER **UniCredit GROUP Bucharest**  
[www.upa.unicredit.it](http://www.upa.unicredit.it)

DOMAIN	Banking services It is a major international financial institution with strong roots in 22 European countries as well as representative offices in 27 other markets.
JOB TITLE	<i>Financial Analyst</i> <i>Global Operation Round Table (international financial organization) – active member</i>
TYPE AND SCOPE OF RESPONSABILITIES	Setting out principles for coordinating daily activities of our customers, according to the European quality standards; Creating a new banking strategy designed to provide customers innovative solutions; Active participation in international meetings, actions for creating and implementing new strategies to develop future banking services.
PERIOD	<b>May 2007 – September 2007</b>
EMPLOYER	<b>ROMANIAN–AMERICAN UNIVERSITY Bucharest</b> <a href="http://www.rau.ro">www.rau.ro</a>
DOMAIN	Education and scientific research
JOB TITLE	<i>Teaching Assistant</i> <i>Director Centre of Conciliation and Orientation in Career</i>
TYPE AND SCOPE OF RESPONSABILITIES	Teaching in Marketing; Advising students on academic and professional matters; Realization of international projects, organizing workshops and conferences in the field.
PERIOD	<b>September 2006 – April 2007</b>
EMPLOYER	<b>OMV Refining and Marketing, Vienna, PETROM S.A ROMANIA</b> <a href="http://www.petrom.ro">www.petrom.ro</a>
DOMAIN	Industrial Production and Development - Oil and Petrochemical It develops activities such as oil fields exploration and crude and gas production, refining and petrochemicals as well as distribution of fuels and non-oil products.
JOB TITLE	<i>Trainee OMV Vienna</i> <i>Specialist Industrial Strategy</i>
TYPE AND SCOPE OF RESPONSABILITIES	Attending different courses organized by OMV Austria, Weekly visits to Schwechat Refinery, Taking part into Quality Management Department activities.
PERIOD	<b>2002 – 2006</b>
EMPLOYER	<b>ROMANIAN – AMERICAN UNIVERSITY Bucharest</b> <b>ACADEMY OF ECONOMIC STUDIES Bucharest</b> <a href="http://www.ase.ro">www.ase.ro</a>
DOMAIN	Education and scientific research
JOB TITLE	<i>Teaching Assistant</i>
TYPE AND SCOPE OF RESPONSABILITIES	Teaching and counseling students on academic matters; Development of national and international projects; Active participation in the national and international conferences; Writing textbooks; Coordinating the seminar; Assessment of students' knowledge; Guidance undergraduate work; Coordination of practical work of students.
PERIOD	<b>2002-2003</b>
EMPLOYER	<b>GROUP CHÈQUE DÉJEUNER ROUMANIE, Bucharest</b> <a href="http://www.chequedejeuner.fr">www.chequedejeuner.fr</a>
DOMAIN	Meal Tickets
JOB TITLE	<i>Marketing Assistant</i>
TYPE AND SCOPE OF RESPONSABILITIES	Creating the Database with the potential clients, contacting by email/phone the companies or face to face meetings with the future clients, negotiating and trying to convince our future partners to be our permanent clients, teaching new colleagues to get used with our firm's necessities and activities (on-the job training)

#### BOOKS , MAGAZINES / SCIENTIFIC ARTICLES

- A.**  
Review of International Comparative Management/ Modern Approaches in Organisational Management and Economy, Bucharest, « *Full Employment and Effective Use Labour in Romania in the Context of the Economic-Financial Crisis* », 2009  
Revue Économique « L'Union Européenne au croisement : provocations et opportunités – l'action Jean Monet », « *La Grande Bretagne et L'Europe* », Éditions « Preuniversitaria », 2006  
The Scientific Research Department of the Romanina – American University, Bucurest, Revue Économique, « *The Romanian Reform of Education – Moments of Post-Communist Transition* », 2006
- B.**  
Stefanescu-Mihaila, O. R. (2014), *Social investment, economic growth and labour market performance. Case study – Romania, Sustainability*. 2015; 7(3): 2961-2979. ISI impact factor, **1,077**.  
<http://www.mdpi.com/2071-1050/7/3/2961>  
Stefanescu-Mihaila, O. R. (2014), *Publicity, Advertising and Spirituality*. In M. Constantinescu, M. Galiceanu, & L. Stefanescu (Eds.), *Journal of Applied Economic Sciences*, ISSN: 1843-6110, vol IX, Issue 3(29) Fall 2014, (pp 415), Craiova: Reprograph Publishing House and Online Advertising.  
*Journal of Applied Economic Science* is indexed in **RePEC, SCOPUS, CEEOL and Index Copernicus** databases. [http://www.cesmaa.eu/journals/jaes/files/JAES\\_2014\\_Fall.pdf](http://www.cesmaa.eu/journals/jaes/files/JAES_2014_Fall.pdf)  
Gudei, S., C., & Stefanescu-Mihaila, O. R. (2014), *Empirical Investigations in Romanian Foreign Trade based on the Varma Bayesian Model*. In L. Ungureanu, V. Matei, & M. Constantinescu (Eds.), *Journal of Applied Research in Finance*, ISSN: 2066-5482, vol VI, Issue 1(11) Summer 2014, (pp 18). Craiova:

Reprograph Publishing House and Online Advertising.

*Journal of Applied Research in Finance* is indexed in EBSCO, CEEOL and Index Copernicus databases.

[http://www.cesmaa.eu/journals/jarf/files/JARF%20Volume%20V1%20Issue%201\(11\)%20Summer%202014.pdf](http://www.cesmaa.eu/journals/jarf/files/JARF%20Volume%20V1%20Issue%201(11)%20Summer%202014.pdf)

Bondrea, A. A., & Stefanescu-Mihaila, O. R. (2014), *Advertising – a factor in the social and economic development. Beauty in the eye of the beholder*, Proceedings of the SGEM Conference Social Sciences&Arts, Albena, Bulgaria.

Bondrea, A. A., & Stefanescu-Mihaila, O. R. (2014), *Price differentiation and rate fencing in golf course sector*, Proceedings of the SGEM Conference Social Sciences&Arts, Albena, Bulgaria.

Bondrea, A. A., & Stefanescu-Mihaila, O. R. (2014), *Advertising Psychology versus Lifelong Learning*. In M. C. Drumea, A. Paturet, & F. S. Ravitch (Eds.), Proceedings of the 4th International Conference on Law and Social Order, ISBN: 978-1-935494-70-6, vol II, (pp 7-16). New York: Addleton Academic Publishers.

Bondrea, A. A., & Stefanescu-Mihaila, O. R. (2014), *The Twilight Zone of Consumers' brains. The Relevance of Expenditure on Advertising on Micro and Macro Levels*. In M. C. Drumea, A. Paturet, & F. S. Ravitch (Eds.), Proceedings of the 4th International Conference on Law and Social Order, ISBN: 978-1-935494-70-6, vol II, (pp 158-167). New York: Addleton Academic Publishers.

Stefanescu, O. R. (2011), *3D Technologies – Consumer's Psychology and Efficiency of Advertising*. In I. Roceanu, T. Frunzeti, V. Popescu, R. Jugureanu, V. Stefan, & C. Radu (Eds.), Proceedings of the 7th International Scientific Conference "e-Learning and Software for Education", Anywhere, Anytime – Education on Demand, ISSN: 2066-026X, vol II, indexat ISI Thompson, (pp 553-558). Bucuresti: University Publishing House.

<http://connection.ebscohost.com/c/articles/64924782/3d-technologies-consumers-psychology-efficiency-advertising-7> ;

[https://adlunap.ro/else\\_publications/papers/2011/1817\\_2.pdf](https://adlunap.ro/else_publications/papers/2011/1817_2.pdf)

Stefanescu, O. R., & Mustata, M. A. (2011), *Psychology, Advertising and Lifelong Learning in the knowledge society*. In I. Roceanu, T. Frunzeti, V. Popescu, R. Jugureanu, V. Stefan, & C. Radu (Eds.), Proceedings of the 7th International Scientific Conference "e-Learning and Software for Education", Anywhere, Anytime – Education on Demand, ISSN: 2066-026X, vol II, indexat ISI Thompson. (pp 160-166). Bucuresti: University Publishing House.

<http://connection.ebscohost.com/c/articles/64924781/psychology-advertising-lifelong-learning-knowledge-society> ; [https://adlunap.ro/else\\_publications/papers/2011/1817\\_1.pdf](https://adlunap.ro/else_publications/papers/2011/1817_1.pdf)

Stefanescu, O. R. (2011), *Respiritualization of Human Behavior in the 21th Century. Important Ingredient of Knowledge Society*. In C. Bratianu, G. Bratucu, D. Lixandriou, N. Al. Pop, S. Vaduva (Eds.), Proceedings of the 6th International Conference on Business Excellence, ISBN: 978-973-598-941-5, vol II, indexat BDI si ISI Thompson, (pp 204-205). Brasov: Editura Universitatii Transilvania din Brasov. <http://www.business-excellence.ro/>

Stanciu, M. V., & Stefanescu, O. R. (2010), *Prin educatie catre o competitivitate de sens*. Conferinta, Cresterea Eficientei Economice – cale a redresarii economiei romanesti, Universitatea Spiru Haret, Bucuresti.

Stefanescu, O. R. (2010), *Investment in people in times of crisis*. Investment in people, a crisis way out, pg103. Editura Fundatiei Romania de Maine, Bucuresti, ISBN 978-973-163-570-5;

Stefanescu, O. R. (2009), *Advertising, Marketing Strategy in Sustainable Development*. In I. Corbu (Ed.), Conferinta cu participare internationala „Dezvoltare durabila si energii regenerabile”, ISBN: 978-973-163-510-1, (pp 159-165). Bucuresti: Editura Fundatiei Romania de Maine. <http://econpapers.repec.org/scripts/search/search.asp?ft=ramona+olivia+stefanescu>

Stefanescu, O. R. (2009), *Full Employment and Effective Use Labour in Romania in the Context of the Economic-Financial Crisis*. In Review of International Comparative Management, Special Number 1/2009, the 3rd International Conference "Modern Approaches in Organisational Management and Economy 2009", ISSN 1582-3458, vol 10, (pp 293-296). Bucuresti: Editura ASE. <http://www.rmci.ase.ro/no10vol1S/content.html>;

[http://www.rmci.ase.ro/no10vol1S/vol10\\_SN\\_No1\\_Article46.pdf](http://www.rmci.ase.ro/no10vol1S/vol10_SN_No1_Article46.pdf); <http://www.rmci.ase.ro/>

Stefanescu, O. R. (2009), *European Higher Education without borders – challenges for students and professors*. In Conferinta internationala „Politici sociale si administratie publica in context european”, Sectiunea II: Asistenta sociala, Analele Universitatii „Eftimie Murgu”, ISSN: 1584-0972, (pp 229-235). Resita: Editura Eftimie Murgu.

Stefanescu, O. R. (2009), *Ocuparea deplina si folosirea eficienta a fortei de munca in Romania in contextul crizei economico-financiare*. ANOFM Centrul National de Formare Profesionala a Personalului Propriu Rasnov, "al II-lea Simpozion National de Economia Muncii", Centrul National de Formare Profesionala a Personalului Propriu Rasnov, vol.1, nr.1;

Stefanescu, O. R. (2008), *Globalization – a race to the bottom in environmental standards*. The 5th International Scientific Conference ECO-TREND, European Developments and Globalization, Universitatea Constantin Brancusi, Tg Jiu, ISBN-978-973-144-205-1;

Stefanescu, O. R. (2006), *Internationalisation in Higher Education. Romanian Responses to the Global Perspective of the Educational System*. In the Preconference for the International Economic History Congress, Helsinki, Section 2: Globalisation between Identity and University, ISBN: (10) 973-739-259-0; ISBN: (13) 978-973-739-259-6, vol II, (pp 289-294). Sibiu: Editura Universitatea „Lucian Blaga”.

Stefanescu, O. R. (2006), *The Romanian Reform of Education – moments of the post-communist transition*. In Romanian Economic and Business Review, ISSN 1842-2497, vol I, number 1, (pp 67-74).

Stefanescu, O. R., & Glavan, B. N. (2006). *Business to Business – Important Component of e-Commerce*. In C. Bob, D. Plesa, M. Visan, & G. Tigu (Eds.), Proceedings of the 2006 International Conference on Commerce, ISBN: (10) 973-594-478-0; ISBN: (13) 978-973-594-787-3, (p 129). Bucuresti: Editura ASE.

Glavan, B. N., & Stefanescu, O. R. (2006). *Clusters and the New Economics of Competition: a Critical View*. In C. Bob, D. Plesa, M. Visan, & G. Tigu (Eds.), Proceedings of the 2006 International Conference on Commerce, ISBN: (10) 973-594-478-0; ISBN: (13) 978-973-594-787-3, (p 59). Bucuresti: Editura ASE.

Stefanescu, O. R. (2006), *Great Britain and Europe*. Carte de specialitate – The Conference « European Union at the Crossroads : Challenges and Opportunities » actiunea Jean Monnet, Module Europe. Ed. Pro Universitaria, ISBN (10)973-7854-37-3; ISBN (13)978-973-7854-37-7;

Stefanescu, O. R. (2006), *Tendinte europene ale politicii educationale, prin prisma largirii Uniunii Europene*. A XI-a Sesiune de Comunicari Stiintifice a cadrelor didactice, Cresterea competitivitatii economice a Romaniei in contextul integrarii in Uniunea Europeana, Universitatea Romano-Americana, Bucuresti, ISBN (10)973-7854-46-2; ISBN (13)978-973-7854-46-9;

INTERNATIONAL/  
NATIONAL PARTICIPATION

**EDUCATION**

European Commission's Competitiveness and Innovation, "European Entrepreneurship Educators Programme", University of Turku, **Finland**, 2011;  
 European Commission's Competitiveness and Innovation, "European Entrepreneurship Programme", Brussels, 2010;  
 European Social Fund, European Union, POSDRU 2007-2013, "Quality in the higher education", National Project Strategy Coordinator, **Bucharest**, 2010-1011;  
 European Social Fund, European Union, POSDRU 2007-2013, "Trainee students – active and involved students", National Project Coordonator – Project Assistant, **Bucharest**, 2009-2011;  
 Chandag Junior School – International Project Member: Conference: "Europa – Sognare together fur eine zukunfft", Keynsham, **UK**, November, 2005;  
 Institute for Economic Studies Paris, Theodor Heuss Akademie, Conferences: "Economie", "Philosophie du Droit", "Droit", "Science Politique", Köln, **Germany**, August, 2004;  
 Institute for Economic Studies Paris, Aix-en-Provence, Conference: "Europe & Liberte", France, July, 2004;  
 Campo de Nijar, Andalucia – International Project Member: Conference: "Integracion de Minorias Etnicas"; **Spain**, April, 2004.

2009-2014 PhD. in Economics, The Romanian Academy, National Institute of Economy, Bucharest  
 2003-2005 Master–European Studies, BRIE, Scholarship HERTIE-STIFTUNG, Germany  
 2003-2004 MBA – Professional Business Counselour, Romanian-American Center for Business Excellence – graduation exam "OUTSTANDING", Bucharest  
 2002-2003 M.A. in Management of Quality, The Academy of Economic Studies, Bucharest – graduation exam 10/10  
 1998-2002 The Academy of Economic Studies, Bucharest, Commerce Faculty "Management of Quality" Specialization – graduation exam 9,60/10  
 1998-2002 The Academy of Economic Studies, Bucharest, psiho – pedagogy courses – graduation exam 10/10  
 1994-1998 "Alexandru Lahovari" Theoretical High-School – math-physics bilingual (in French), Rm-Valcea – graduation exam for High School 9.37/10

**DIPLOMAS**

Certificate of competence in English, University of Bucharest, Romania, 2014  
 Ph. D Diploma in Economics, The Romanian Academy, National Institute of Economy, Bucharest, 2014  
 3EP FELLOWSHIP, University of Turku, Finland, 2011  
 Certificate of "Project Manager", COR 241919, Ministry of Labour, Family and Social Protection and Ministry of Education, Bucharest, 2011  
 Certificate of "Trainer", COR 241205, Ministry of Labour, Family and Social Protection and Ministry of Education, Bucharest, 2011  
 Certificate of "Project Leader European Business Competence Licence", Kuratorium Wirtschaftskompetenz fur Europa, EBC\*L International Vienna, Austria, 2010  
 Certificate of University Lecturer in Marketing confirmed by competition from the Ministry of Education, Research and Innovation, Bucharest, 2009  
 Certificate of competence in German, Goethe Institut Bukarest, 2007  
 Diploma "Abilities Development of Professional Interaction within Organisation", Business Consulting Center, Bucharest, 2006  
 Diploma "The power of positive attitudes and impact presentations", Ascendis, Bucharest, 2006  
 Certificate Internet "Zertifikat Internet – Nutzung der TU Chemnitz", Technische Universität Chemnitz, Germany, 2005  
 Certificate of competence in German, TU Chemnitz, Germany, 2004  
 Certificate of participation – Institute for Economic Studies, Paris, "Europe et Liberté" organized by IES Paris, in Köln, Germany, Theodor Heuss Academy, 2004  
 Certificat in "International Economics", Civic Education Project, Paris, 2004  
 Master Certificate – "Professional Business Counselour", Romanian-American Center for Business Excellence, Bucharest, 2004  
 M.A. in Management of Quality, The Academy of Economic Studies, Bucharest, 2003  
 Certificate psiho-pedagogy, The Academy of Economic Studies, Bucharest, 2002  
 Honorable Mention at the Scientific Session, section " Science of Goods" organized in A.S.E. Bucharest 2001  
 Honorable Mention at the Scientific Session, section " Commercial Economy" organized in A.S.E. Bucharest 2000  
 Certificate of competence in English Schiller, Bucharest, 1999  
 Certificate of competence in French, Bucharest, 1998

**TECHNICAL SKILLS**

MsOffice (Word, Excel, PowerPoint), Visual FoxPro, Project Management – Microsoft Project XP, MS-DOS, Internet (navigation)

**ARTISTIC SKILLS and competences**

1990-1994 Part in the school chorus, "Tache Ionescu" School, known to our local community for different music awards  
 1990-1994 Performance Sport. Player for Oltschim Handball JuniorsTeam, Rm Valcea  
 1994 Exhibition of my paintings at the Museum of History, Rm Valcea – *Special Award* winner