

PERSONAL INFORMATION

Adriana MANOLICĂ


Sex | Date of birth | Nationality

WORK EXPERIENCE

2016 - present

Professor

"Alexandru Ioan Cuza" University of Iași, Faculty of Economics and Business Administration, Department of Management, Marketing and Business Administration

- Courses Preparation
- Teaching Courses and Seminars
- Students Evaluation
- Research

Sector Higher Education

2013 - 2016

Associate Professor

"Alexandru Ioan Cuza" University of Iași, Faculty of Economics and Business Administration, Department of Management, Marketing and Business Administration

- Courses Preparation
- Teaching Courses and Seminars
- Students Evaluation
- Research

Sector Higher Education

2003 - 2013

Lecturer

"Alexandru Ioan Cuza" University of Iași, Faculty of Economics and Business Administration, Department of Management, Marketing and Business Administration

- Courses Preparation
- Teaching Courses and Seminars
- Students Evaluation
- Research

Sector Higher Education

1998 - 2003

Assistant Professor

"Alexandru Ioan Cuza" University of Iași, Faculty of Economics and Business Administration, Department of Management, Marketing and Business Administration

- Seminars Preparation
- Teaching Seminars
- Students Evaluation
- Research

Sector Higher Education

1996 - 1998

Associate Assistant

"Alexandru Ioan Cuza" University of Iași, Faculty of Economics and Business Administration, Department of Management, Marketing and Business Administration

- Seminars Preparation
- Teaching Seminars
- Students Evaluation
- Research

Sector Higher Education

1995 - 1996 Advertising Campaigns Coordinator

"Nord-Est BB/AC" Advertising Company

- Campaigns Coordinator

Sector Advertising

EDUCATION AND TRAINING

2018 Habilitation Thesis

Alexandru Ioan Cuza" University of Iași, Faculty of Economics and Business Administration

- Research Thesis: Marketing – (un)explored field of research
ISCED 6

2010 - 2013 Postdoctoral Diploma

University of Economic Studies Bucharest

Postdoctoral Research Scholarship supported from the European Social Fund through Sectorial Operational Programme Human Resources Development 2007-2013, project number POSDRU/89/1.5/S/59184 "Performance and excellence in postdoctoral research in Romanian economics science domain", Europeanization and Globalization field

- Research Thesis: The Perception of the Marital Roles in Buying Decision-Making Processes in the global Context
ISCED 6

2000 - 2009 PhD Diploma

"Alexandru Ioan Cuza" University of Iași, Faculty of Economics and Business Administration

PhD studies in Economy, Domain: Management

Research Thesis: Decisional Implications of Consumer Behaviour
ISCED 6

1995 - 1996 Master Degree Diploma

"Alexandru Ioan Cuza" University of Iași

Master degree in Marketing Planning and Strategy, Faculty of Economics and Business Administration, "Alexandru Ioan Cuza" University Iași

ISCED 6

1990 - 1995 Bachelor's Degree Diploma

"Alexandru Ioan Cuza" University of Iași

Major in Marketing, Faculty of Economics and Business Administration, "Alexandru Ioan Cuza" University Iași

ISCED 5

1996 - 1990 High School Diploma

“Emil Racoviță” Highschool, Iași
Physics and Chemistry Specialization
ISCED 3

PERSONAL SKILLS

Native language Romanian

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C ₂	C ₂	C ₂	C ₂	C ₂
French	B ₂	B ₂	B ₂	B ₁	B ₂
Spanish	B ₁	B ₁	A ₂	A ₂	A ₂

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

Communication skills

Public speaking:

- Over 40 presentations on National/International Conferences
- Over 24 years of teaching experience in Marketing/Communication area of expertise
- NLP Practitioner
- NLP Master

Training Skills:

- Over 10 years of training experience
- Diploma/Certificates: Psycho-pedagogical Courses; Trainer Certificate cod COR 241205; Training program for trainers in Marketing and Communication supported by University of Salerno, Italy and IUT Clermond Ferrand, France. TEMPUS JEP IB 1408-99-RO

Writing Communication Skills:

- Over 50 academic papers published
- 10 books

Organisational / managerial skills

Leadership

- Marketing Specialization Tutor

Computer skills

- Good command of Microsoft Office™ tools
- Good command of SPSS
- Good command of Pinnacle – video editor

Driving licence

Driving licence category B

ADDITIONAL INFORMATION

Publications

Presentations

Projects

Conferences

Seminars

Honours and awards

Memberships

References

References:

PhD Prof. Teodora ROMAN, Dean of Faculty of Economics Economics and Business Administration , Alexandru Ioan Cuza University of Iași

Scientific Activity:

Books and courses: 10

Scientific papers: over 60

National and international conferences: over 60

Scientific grants: 6 (member)

International mobilities:

May – August 2011 - Universidad de Barcelona, Spain

January – April 2002 - Université des Sciences et Technologies de Lille, France

May – June 2001 - IMTA (International Management Teachers Academy), Bled, Slovenia

April – July 1997 - ESUG Toulouse, France

ANNEXES

10 – 04 – 2026

Published papers (2021-2025)

1. Manolica, A., Binca, N. B., & Roman, T. (2021). Romanian consumer profile of PlayStation games. *CES Working Papers*, 13(1), 33-49.
2. Manolica, Adriana, Marius-Iulian Cluci, and Teodora Roman. "The Consumer Explained through the Extended-Self." *Ovidius University Annals, Series Economic Sciences* 21.1 (2021).
3. Manolica, A., Topciu, I. T., & Roman, T. (2021). Values, attitudes and lifestyles based typologies as predictors for consumer impulsiveness. *Ovidius University Annals: Economic Sciences Series*, 12(1), 582-591.
4. Manolica, A., Muntean, E., & Jelea, R. A. (2021). The Brand Reflected in the Mind of the Consumer. Conceptual Map of the Starbucks Brand. *Ovidius University Annals, Economic Sciences Series*, 21(2), 797-806.
5. Manolica, A., Florescu, A., & Faraonel, B. V. (2021). Marketing Semiotics-the Universal Language of E-Consumer. *Ovidius University Annals, Economic Sciences Series*, 21(2), 807-815.
6. Manolică, A., Ignat, I. D., Jelea, A. R., & Roman, T. (2021). Intelligently Connected Objects. Intelligently Connected Brands. *Challenges Of Covid-19 Pandemics for Economics and Business Administration*, 269.
7. Manolică, A., Damian, M. A., & Nistor, G. C. (2021). New Dimensions Of Brand Associations: Season-Inspired Associations. *Challenges of COVID-19 Pandemics for Economics and Business Administration*, 255.
8. Manolica, A. Guta, A.S.; Roman, T.; Dragan, LM (2021). Is Consumer Overchoice a Reason for Decision Paralysis? *Sustainability* 2021, 13, 5920.
9. Manolică, A., Puravu, I. C., Drăgan, L. M., & Roman, T. (2022). Consumer In Cyberspace: Disclosure Of Personal Information. *Eufire* 2022, 244.
10. Hamozeg, N. R. B., & Manolica, A. (2022). Leaders Leading Networked Mentoring: A New Language of Leadership in the Era of Knowledge. *Ovidius University Annals, Series Economic Sciences*, 22(1).
11. Manolică, A., Șorodoc, A. M., & Faraonel, B. V. (2022). The Consumer of Social Media. An Intergenerational Approach. *Economic Sciences Series*, 22(1), 624-634.
12. Manolica, A., Vulpe, A., Roman, T., Dragan, L. M., Nistor, G. C., & Matei, M. (2022). The

- Bright Side Of Consumer Suspicious. *Transformations in Business & Economics*, 21.
13. Manolică, A., Ceban, I., Rozolyo-Ben-Hamozeg, N., & Hopşa, E. (2022). The Meaning of Life at 20 Years old. Generation Z Consumers. *Annals of the University of Oradea, Economic Science Series*, 31(1), 449-457.
 14. Manolică, A., Ionesi, D. S., Drăgan, L. M., Roman, T., Berteau, P. E., & Boldureanu, G. (2022). Tourists' apprehension toward choosing the next destination: A study based on the learning zone model. *Frontiers in Psychology*, 13, 987154.
 15. Horodnic, I. A., Williams, C. C., Manolică, A., Roman, C. T., & Boldureanu, G. (2023). Employer perspectives on undeclared work in the service sector: impacts and policy responses. *The Service Industries Journal*, 43(5-6), 358-377.
 16. Roman, C. T., Manolica, A., & Bulat, C. I. (2024). Qualitative Analysis of Change Management Models. *Ovidius University Annals, Economic Sciences Series*, 24(1), 502-508.
 17. Obreja, I., & Manolica, A. (2024). Mapping the evolution of book influencers: A bibliometric journey. *Ovidius University Annals. Economic Sciences Series*, 24(1), 476-482.
 18. Obreja, Iuliana, Adriana Manolică, and Alexandra Raluca Jelea. "# Bookstagram: A dual perspective study on the trend's evolution." *Centre for European Studies (CES) Working Papers* 16.1 (2024).
 19. Obreja, I., & Manolică, A. (2024). Can Bookstagrammers Make a Book More Recognizable? The Case of "Bookstagram Tour" in Romania. *Journal of Media Research*, 17(2), 65-80.
 20. Jelea, A. R., Manolică, A., Roman, T., & Berteau, P. E. (2024, May). Brand Associations Bibliometric Analysis. *In International Conference on Informatics in Economy* (pp. 333-342). Singapore: Springer Nature Singapore.
 21. Obreja, I., & Manolică, A. (2024). Beyond The Hashtag: Exploring The Multifaceted World Of Bookstagram. *The Annals of the University of Oradea. Economic Sciences*, 33(1st).
 22. Jelea, A. R., Manolica, A., Roman, T., & Berteau, P. E. (2025). Smart Consumer-A First Qualitative Step For A Scale Development. *Transformations in Business & Economics*, 24(1).
 23. Manolică, A., Bucătaru, O., Roman, C. T., Berteau, P. E., & Jelea, A. R. (2025). Adoption of AI in Digital Marketing: Comparing Gen Z and Gen Y through the Technology Acceptance Model. *BRAIN. Broad Research in Artificial Intelligence and Neuroscience*, 16(3), 102-128.
 24. Sâsâeac, Ş. M., Berteau, P. E., Jelea, A. R., Manolică, A., & Roman, C. T. (2025). eWOM vs. aWOM: AI Powered Word of Mouth and its Impact on Consumer Decision Making in Tourism. *Scientific Annals of Economics and Business*, 72(3), 489-517.