

# Curriculum vitae

## Europass

### Personal information

Last name / First name **BARBU, Mihail Catalin**  
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Email(s) [catarom@yahoo.com](mailto:catarom@yahoo.com), [mihail.barbu@edu.ucv.ro](mailto:mihail.barbu@edu.ucv.ro)  
Nationality Romanian  
Date of birth 03/10/1977  
Sex M



### Professional experience

Period 2014 - present  
Function or position held Associate Professor  
Activities and main responsibilities Subjects taught: Marketing, International Marketing , Brand Management, Services Marketing, Marketing Research  
Name and address of employer University of Craiova, Faculty of Economics and Business Administration, Department of Management-Marketing-Business Administration , Al Cuza Street, no. 13, postal code 200585, Craiova, Dolj, Romania, Tel: 0251.411.317, Fax: 0251.411.317  
Type of activity or sector of activity Higher education

Period 2007-2014  
Function or position held Lecturer  
Activities and main responsibilities Subjects taught: Marketing, International Marketing , Brand Management, Product and Pricing Policies, Services Marketing, Marketing Research  
Name and address of employer University of Craiova, Faculty of Economics and Business Administration, Department of Management-Marketing-Business Administration , Al Cuza Street, no. 13, postal code 200585, Craiova, Dolj, Romania, Tel: 0251.411.317, Fax: 0251.411.317  
Type of activity or sector of activity Higher education

Period 2004 - 2007  
Function or position held Assistant  
Activities and main responsibilities Seminars on courses: Marketing, Sales Management, Services Marketing, Marketing Research, Business Economics  
Name and address of employer University of Craiova, Faculty of Economic Sciences, Department of Management-Marketing, Al Cuza Street, 13, postal code 200585, Craiova, Dolj, Romania, Tel: 0251.411.317, Fax: 0251.411.317  
Type of activity or sector of activity Higher education

Period 2001 – 2004  
Function or position held University tutor  
Activities and main responsibilities Seminar activities in the disciplines: Marketing, Management, Business Economics  
Name and address of employer University of Craiova, Faculty of Economic Sciences, Department of Management-Marketing, Al Cuza Street, 13, postal code 200585, Craiova, Dolj, Romania, Tel: 0251.411.317, Fax: 0251.411.317  
Type of activity or sector of activity Higher education

### Education and training

Period 2001-2006

Qualification / diploma obtained	PhD in the fundamental field: Economics, doctoral field: International Economic Relations, thesis title: The implications of globalization on the models of economic growth
Main disciplines studied / professional skills acquired	Research methods and techniques in economics, project management, writing a scientific paper
Name and type of educational institution / training provider	University of Craiova
Period	2000-2002
Qualification / diploma obtained	Master of Business Administration
Main disciplines studied / professional skills acquired	Product Management, Commercial Management, Business Leadership, Organization and General Policy of the Company
Name and type of educational institution / training provider	University of Craiova, Faculty of Economic Sciences
Period	1995-1999
Qualification / diploma obtained	Bachelor's degree in economics, specialization: Transactions international
Main disciplines studied / professional skills acquired	Marketing, Negotiation and Communication Techniques in Trade International, International Markets Conditions, International Transactions, Trade and International Trade Policies
Name and type of educational institution / training provider	University of Craiova, Faculty of Economic Sciences
Period	1991-1995
Qualification / diploma obtained	Baccalaureate diploma
Name and type of educational institution / training provider	Nicolae Balcescu High School, Craiova
<b>Other certifications</b>	
Period	November 2018 – February 2019
Qualification / diploma obtained	Project Manager Certificate, COR Code 242101
Main disciplines studied / professional skills acquired	Integrated project management requirements, implementation of project procurement procedures, risk management, project team management, project communication management.
Name and type of training provider	University of Craiova
Period	October 2011 – November 2011
Qualification / diploma obtained	Trainer Certificate, COR Code 241205
Main disciplines studied / professional skills acquired	training participant evaluation , training program design.
Name and type of training provider	A&C Projects and Management Consulting SRL, Drobeta Turnu Severin
<b>Experience in research, training and educational projects</b>	<p><i>VISION – Professional future for employees</i>, POCU/726/6/12/134 085, beneficiary Orizont Foundation, value: 4641484.79 lei, project manager: Ploeanu Ileana, position: Social innovation expert, period 2021-2022;</p> <p><i>Professional IMPACT for employees</i>, POCU/726/6/12/135 900, beneficiary Orizont Foundation, value: 4721827.40 lei, project manager: Oprescu Ruslan, position: Trainer innovative seminars, period 2021-2022;</p> <p><i>Sustainable start for innovative businesses!</i>, POCU/82/3/7/105590, partner Chamber of Commerce, Industry and Agriculture Mehedinți, value: 17814843.56 lei, project manager: Lidia Giosan, position : Business monitoring expert, period 2019-2020;</p> <p><i>RUCSI - Competitive human resources in areas of smart specialization in the South West Oltenia and South Muntenia regions</i>, POCU/116943, beneficiary Orizont Foundation, value: 2,378,164 lei, project manager: Ploeanu Ileana, position: Trainer, period 2018-2019;</p> <p><i>Start Entrepreneurship!</i>, POCU/103896, beneficiary Orizont Foundation , value: 9685679.22 lei, project manager: prof. Ersilia Oprescu, position: Trainer, period 2018-2020;</p>

*PESAS – Promoting the social economy through new successful businesses*, POSDRU/173/6.1/G/147440, beneficiary Orizont Foundation, project manager: Prof. Olteanu Costel, position: Lecturer, period 2015;

*DESSA – Development of Social Economy and Entrepreneurship*, POSDRU/173/6.1/G/148456, partner employer in the project: SC Ari's SRL, project manager: Aribasoiu Constantin Danut, position: Lecturer, period 2015;

*SIMPRACT – Transition from school to active life through practice and creation of simulated enterprises*, POSDRU/160/2.1/S/138113, beneficiary National Council of Small and Medium-sized Private Enterprises in Romania – CNIPMMR, value: 17384209.71 lei, project manager: prof. dr. Ovidiu Nicolescu, position: Business simulation expert, period 2014-2015;

*PRAXIS - Good practitioners in the economic field in transition from school to working life*, project POS- HRD, axis DM 2.1, ID 61477, University of Craiova, West University of Timișoara, ISCTE Portugal, Supeuropa France, value: 10213028 lei, project director: lect. dr. Oana Gherghinescu, Position: Internship Coordinator, 2013;

*Entrepreneurship - A successful career*, POSDRU/92/3.1/S/63785, implemented by the Orizont Craiova Foundation, project manager: prof. Ersilia Oprescu, position: Marketing trainer and business simulation expert, period 2011-2013;

*Be a manager for your business!*, POSDRU/97/3.1/S/49297, implemented by Project Management Consulting Constanta together with Spiru Haret University, project manager: Mitran Paula, position: Marketing consultant, period 2012;

*MRB - Performant Syst Implementation within SPOa high-performance management system for relations with beneficiaries*, POSDRU/95/4.2/S/61467, implemented by ACCES Oltenia and Agency Dolj County Employment Office, 2012, project manager: Aurora Cornelia Tiribeja, position: Coach - mentor Advisor, period 2012;

*Quality and European standard competencies for higher education teaching staff in order to increase competitiveness Romanian School of Economics*, axis 1, 86/1.2/S/53365, West University of Timișoara, University of Craiova, value: 1,208,383 lei, project director: lect. dr. Ovidiu Megan, period 2012;

*Marketing Research Project Europe (MARPE)*, an international EU Lifelong project Learning Programme - Erasmus DE-2010-ERA/MOBIP-Ant-1-215399-1-26, value: 78405.55 EUR, position: Lecturer, period 2011;

*Negotiation and execution of commercial import contracts*, contract with the social and business environment, beneficiary: SC GEOSPECT SA, no. 64C/23.12.2008, value: 11912 euros, director lect. univ. dr. Luminița Vochița, position: Project team member, period 2008-2009;

*Marketing activity planning SC ELPRECO SA – strategic, operational approaches and in crisis situations*, contract with the social and business environment, beneficiary: SC ELPRECO SA, no. 41C/10.06.2009, value: 12233.2 euros, director prof. univ. dr. Gheorghe Meghișan, position: Member of the project team, period 2009;

*Strategies for capitalizing on the tourism potential of the Oltenia region in the perspective of economic and social development and European integration*, CNCSIS grant type AT, no. 29, value: 4900 lei, director lect. univ. dr. Gruescu Ramona, position: Member of the project team, period 2006;

*Study on reconsideration of the position and optimizing the implementation of internal audit as a means of ensuring the organization*, beneficiary SC Complexul Energetic Craiova SA, no. 60C/29.12.2006, value: 11,621 lei (3,537 euros), director Assoc. Prof. Dr. Sorinel Domnișoru, position: Project team member, period 2006-2007.

## Research activity summary

7 articles published in Clarivate indexed journals with AIS greater than 0.15

8 books and chapters in specialized books, published by national and international publishers;

28 articles published in journals indexed in international databases;

7 participations in international conferences, in the country or abroad;

18 research, training and educational projects.

**Membership in professional/ scientific organizations national and international**

Member of the European Marketing Academy 2011-2013 and 2016-2018 ;

Member of the Faculty Council of the Faculty of Economics and Business Administration;

Member of the specialized committees of the Faculty of Economics and Business Administration;  
[https://feaa.ucv.ro/one/index.php?option=com\\_content&view=article&id=1434&Itemid=1250&lang=ro](https://feaa.ucv.ro/one/index.php?option=com_content&view=article&id=1434&Itemid=1250&lang=ro)

Deputy editor-in-chief of Management&Marketing, [www.mnmk.ro](http://www.mnmk.ro) ;

Member of the editorial board of the International Journal of Marketing Studies, Canada,  
<https://www.ccsenet.org/journal/index.php/ijms/editor/> ;

Member of the editorial board of the journal Annales Universitatis Apulensis series Oeconomica , Alba-Iulia <http://www.oeconomica.uab.ro/colgiu.php?lang=ro> ;

Reviewer for the Journal of Business Research , Elsevier;

Section Chair (Marketing) at the conference scientifically international , "Competitiveness and Stability in the Knowledge Based Economy " , May 14-15, 2010, Craiova;

Member of the organizing committee of the scientifically international conference "Competitiveness and Stability in the Knowledge Based Economy", University of Craiova, Faculty of Economics and Business Administration , November 3-5, 2011 , Craiova.  
[http://feaa.ucv.ro/conferinta2011/comorg\\_eu.html](http://feaa.ucv.ro/conferinta2011/comorg_eu.html)

**Internships abroad**

Canakkale Onsekiz Mart University, Erasmus teaching internship, October 2021;

Kirklareli University, Turkey, Erasmus teaching internship, December 2017;

Izmir University, Turkey, Erasmus documentation internship, November 2013;

ISCTE Lisbon, Portugal, internship coordinator within the Praxis program, July 2013;

Robert Gordon University, Aberdeen, United Kingdom, documentary internship, March 2012;

DHBW Baden-Württemberg Cooperative State University Karlsruhe, Germany and IUT Robert Schuman, University of Strasbourg, France , MARPE project, July 2011;

Universidade Autonoma de Lisboa, Portugal, Erasmus teaching internship, June 2010.

**Skills and personal skills**

Mother tongue(s)

**Romanian**

Foreign languages known

European level (*)	Understanding		Speaking		Writing	
	Obedience	Reading	Join the conversation	Oral speech	Written expression	
<b>English language</b>	C1 Experienced user	C1 Experienced user	B2 Independent user	C1 User experienced	C1	User experienced
<b>French</b>	B1 Independent user	B1 Independent user	B1 Independent user	B1 User independent	B1	User independent

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

Competences and social skills

Social competences: communication, cooperation, teamwork, active social participation  
 Social skills: ability to understand and create relationships with other people, adaptability, openness towards new ideas, experiments and values, cordiality in relationships with other people

Competences and organizational skills

Good organizer, ability to coordinate a team and work together with it, ability to make or supervise decisions

Competences and computer skills

A good command of the applications in the Office package: Excel, Word, Power Point