

PERSONAL INFORMATION



BUZDUGAN ADRIANA

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Sex F | Date of birth 26/11/1984 | Nationality Republic of Moldova

PhD in economics specialty 08.00.05 – *Economics and management (in entrepreneurship)*, diploma valid with series DR Nr. 1893, issued on 15th of May 2014.

Associate Professor in *Economics, Business, Administration*, certificate series CU No.100, issued on January 15, 2019

Qualification of doctoral supervisor in the Scientific Specialty Marketing and Logistics

PROFESSIONAL EXPERIENCE

October 2021- September 2023

Director of the Doctoral School of Economics, USM

State University of Moldova (<https://fse.usm.md/prezentare-general/>)

- Organizing, monitoring and evaluating the scientific-didactic processes within the doctoral school
- Ensuring the optimal administrative functioning of the team
- Coordinating the activity of the members of the doctoral school

May 2017- present
September 2018- August 2021

Associate professor, Department of Economics, Marketing and Tourism

Vice Dean, Faculty of Economic Sciences, USM

01.09.2011-May 2017

University Lector, Department of Economics, Marketing and Tourism

State University of Moldova (www.usm.md)

- Member of Quality Council Faculty of Economics , USM
- Member of Faculty Council Faculty of Economics, USM
- Member of Methodical Committee Department of Economics, Marketing and Tourism
- Planification and Inspection of Teacher’s Didactic Standards from Department
- Teaching Activity, combining Bachelor and Master Courses
 - Marketing and logistics
 - Service Management
 - Economics of Economic Entities
 - Quantitative and Qualitative Techniques in hotel and tourism services
 - Branding and communication in marketing
- Developing the curriculum at the course units
- Coordination of the year projects, bachelor and master
- Evaluation activities
- Research activities in science and methods
- Individual training
- Participation at conferences, colloquia and congresses
- Improving pedagogical self-education
- Application the modern technologies in evaluation and teaching resources
- The development of course materials and scientific articles

April 2017-present

Type or sector of activity Higher Education

Trainer

Center of Training of Personal for International Transport (<http://cipti.md/>)

- Trainer for course Marketing of Transport for group of managers

August 2017-present

Expert Evaluator

National Agency for Quality Assurance in Vocational Education

(<http://anacec.md>)

- President and team member at authorization and accreditation of education programs

01.09.2008-31.08.2014

University Lector, Chair of Business and Administration, International Economic Relations and Tourism

Free International University of Moldova (www.ulim.md)

- Technical editor scientific journal „Economics study”, category C
- Teaching Activity, combining Bachelor and Master Courses
 - Marketing
 - Research in marketing
 - Euro marketing
- Developing the curriculum at the course units
- Coordination of the year projects, bachelor and master
- Evaluation activities
- Research activities in science and methods
- Individual training
- Participation at conferences, colloquia and congresses
- Improving pedagogical self-education
- Application the modern technologies in evaluation and teaching resources
- The development of course materials and scientific articles

Type or sector of activity Higher Education

EDUCATION AND TRAINING

November 2018- present

Postdoctoral studies

State University of Moldova (www.usm.md)

- Scientific Domain Economics and management in branch and domain of activity, The topic of post-doctor's thesis THEORY AND PRACTICE OF DEVELOPING RURAL TOURISM CLUSTERS IN TERMS OF BRAND MANAGEMENT STRATEGIES

November 2008-november 2011

PhD Studies

level EQF 8

Free International University of Moldova (www.ulim.md)

- Scientific Domain Economics and management in branch and domain of activity, The topic of doctor's thesis RENOVATION OF THE MANAGEMENT OF THE LOCAL COMPLEX IN THE REPUBLIC OF MOLDOVA

September 2020-June 2022

Master Studies

level EQF 7

The Academy of Economic Studies of Moldova
Specialization Tourism Management and Development

September 2019-June 2020

Master Studies

IMI-Nova International Institute of Management
Specialization Communication and public relations

October 2006-november 2007

Master Studies

Free International University of Moldova (www.ulim.md)

- Specialization Management and Marketing, The topic of master's thesis DEVELOPING THE CORPORATE MANAGEMENT SYSTEM OF LOCAL COMPLEX IN CHISINAU

September 2001-Juny 2006

Bachelor Studies

level EQF 6

Free International University of Moldova (www.ulim.md)

- Specialization Enterprise Management and Administration, French Branch, The topic of bachelor's thesis ORGANIZATION OF THE NEGOTIATION PROCESS IN MANAGERIAL ACTIVITY

PERSONAL COMPETENCE

Mother language (s)

Romanian

Foreign language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Conversation	Oral Communication	
Russian	C2	C2	C2	C2	C2
French	C2	C2	B2	B2	B2
English	B2	B2	A2	A2	A2

Communication Competence

- Good communicative skills gained during pedagogical experience
- Team work
- The exploitation of information
- Stable relationships with colleagues

Administration/managerial competence

- leadership
- coordination and application of different projects
- organization of scientific meetings

- Labor Competence**
- social skills of implication in inner life of a group of students, empathic skills
 - capacity to develop thinking of a group of teenagers, to teach in the creative way and to not limit only to boring monologue
 - Knowledge of teenager's psychology
 - Developed relationship skills
 - Organization skills, capacity to organize studied material easy to be understanding and applied

Digital Competence

SELF-EVALUATION				
Processing of information	Communication	Content creation	Security	Solving the problems
Independent user	Independent user	Independent user	Independent user	Independent user

Another competences

- I have the creative and analytical abilities
- I am capable to understand and easy-learning
- I am a curious person, independent, rational and reserved, but in the other way complex, conformist and intuitive
- PC user advanced (MS Word, MS Excel, MS PowerPoint, Internet surfing, OS management)

ADITIONAL INFORMATION

Articles

More than 30 scientific articles , conference presentations, didactic materials

Projects

- Member of the state research project team **Strengthening sustainable public procurement in the Republic of Moldova** , Project 20.80009.7007.15 financed from the state budget within the State Program (2020-2023) Nr. 81-PS from 03.01.2020, ANCD
- Member of team in **project LMPH «Licence Masters professionnels en management des activités hôtelières pour le développement de l'industrie touristique en Géorgie, Azerbaïdjan et Moldavie** No 544191 TEMPUS 1-2013-1-PT JPCR» within The State University of Moldova, Department of Economics;
- Member of team in **project “Increasing competitiveness of rural tourism destinations in Moldova through service design and co-creation”** financed by Ministry of Foreign Affairs Estonia, in partnership with Tartu Pärnu College, Estonia
- Member of the project team **“Empowering women and youth through raising their skills and competencies in the field of rural event and hospitality service design”** funded by the Ministry of Foreign Affairs of Estonia, in partnership with Tartu Pärnu College, Estonia, ADR North, University of the State of Moldova

Conferences

Participations in Republic of Moldova, Russia, Romania, Belorussia, Kazakhstan, Ukraine, Poland

Distinctions

Honorary diploma Ministry of Education, Culture and Research
 USM diploma on the occasion of the 65th anniversary of FȘE, USM
 USM diploma on the occasion of the 70th anniversary of its founding
 Increase of individual professional performances in work, order of the Rector of USM, no. 128 of 29.10.2019

Courses

Course notes „Branding and marketing communication” – 16 c.a.
 Course notes „Service management” – 9 c.a.
 Guide on supporting the Bachelor exam at Marketing and Logistics – 5 c.a.
 Collection of tests and case study at Marketing – 5 c.a.

Certifications

- Training program “Training of competencies for elaboration, revision and validation of qualification standards”, 26.02.2020, organizer of MECCRM
- Super Teach Days Iași 15-17 November 2019, participation in workshops and conference
- Hands on Tourist Guide Training HOT, Chisinau, March 12-18, 2019, WFTGA organizer.
- Mentor's masterclass, Yep Moldova, 7.11.2018
- Continuing education courses “Tourism activity management”, USM 2018
- April-May 2017 Training „Marketing from A to Z” organized by CEED Moldova
- 18 May 2017 Scientific seminar „Trends in financial market development in banking and non-banking system of Republic of Moldova”, USM
- 27 April 2017 Scientific seminar „ The impact of economic security on the development of the national economy”, USM
- 12-13 April 2017 Seminar „Service design and Co-creation in Rural Tourist Destinations” organized by USM and Pärnu College, Estonia
- 11 and 18 February 2017 The Marketer's 2017 Survival Kit, organized by Magenta Consulting
- 1-3 February 2017 Jean Monnet School of Economics „Innovative Management of UE” (28 hours) within the project EU2INNO, ASEM
- 1-2 December 2016 Séminar « Gestion de projets » Organized by AUF

- November 2016-March 2017 Business Séminar Swiss Create „Basics of Management”, organized by SCG Swiss Consulting Group
- 22 November 2016 Barcamp « MOOC/CLOM »
- 8-14 May 2016 Activity FOAD within the Project LMPH, University UNINETTUNO, Rome, Italy
- 28-29 November 2014 Training Course „Développement des technologies éducatives”
- April 2014 – Training Course „Usage the platform Moodle in educational process” (20 hours)
- 2013 – Former des compétences: stratégies interactives de l'enseignement/ apprentissage/ l'évaluation des DNL
- 2013 – Workshop „Qualité des courses on-line”
- 2013 – Formation des professeurs de profil économique en collaboration avec Mobiasbanca-Groupe Société générale
- 2013 – Didactique universitaire: techniques interactives d'enseignement /apprentissage des DNL
- 1.10.2012 – 11.06.2013 – Training Course „ The psychopedagogical module”
- 2012 – Introduction to IBM SPSS Modeler for Academics
- 2010 – Training Program „Social Corporative Responsibility – methods of teaching and practical aspects”
- 2001 – 2006 – Certification Francophone „Gestion des Entreprises”
- 2006 – Professional Stage S.R.L. „Vasconi-Textil”
- 2002 – Stage linguistique Institut de Gestion de Rennes, Rennes, France

DOMAIN OF SCIENTIFIC INTERESTS

Social and Commercial Marketing
 Strategies of marketing
 Quantities and qualitative research in marketing
 Measurement of service's qualities
 Sustainable tourism development in the context of globalization
 Branding an rebranding strategies

TAUGHT COURSES

Marketing (Bachelor)
 Marketing and logistics (Bachelor)
 Management Service Marketing (Bachelor)
 Economics of Economic Entities (Bachelor)
 Marketing of Tourism Destination (Bachelor)
 Communication and marketing promotion (Bachelor)
 Quantitative and Qualitative Techniques in hotel and tourism services (Master)
 Branding and communication in marketing (Master)
 Integrated marketing systems and models (Doctorat)

DRIVING LICENSE

Category B