

PERSONAL INFORMATION

Galina LISA

📍 Ip. Soroceanu, nr. 25, ap. 2, 2025 Chişinău, Republic of Moldova

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Driver's license

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PERSONAL STATEMENT

**DOCTOR OF PHILOSOPHY IN ECONOMIC SCIENCES
MANAGEMENT, SPECIALIST & ADMINISTRATIVE**

WORK EXPERIENCE

01/09/2021 – Present

University lecturer, Moldova State University, Republic of Moldova

Principal subjects / skills:

- course teaching language – English: Procurement Management, Ergonomics, HR Management
- course teaching language – Russian: Information Management and Business Communication
- course teaching language – Romanian, English and Russian: Small Business Management

Business or sector Education

09/2021 – Present

CEO, Ultra Limit Ltd, Chisinau, Republic of Moldova

Business or sector Business consulting; Football Trainings and Consulting

01/09/2013 – 31/08/2022

Lecturer, Free International University of Moldova, Republic of Moldova

Principal subjects / skills:

- course teaching language - Romanian: Customer Service in hospitality and tourism industry; Management of hotel operations; Technology in the Hospitality Industry
- course teaching language - French: Fundamentals of Marketing; Marketing services
- course teaching language - English: Fundamentals of Management; Fundamentals of Marketing

Business or sector Education

23/09/2019 – Present

Evaluator, National Agency for Quality Assurance in Education and Research, Republic of Moldova

Business or sector Education

01/08/2012 – 20/04/2016

Front Office Manager, Hotel “Regency”, Chişinău

01/06/2011 – 31/08/2011

Start-up Consultant, Hotel “Prezident”, Chişinău

- Organizing the working process inside the company – coordination of interdepartmental activities;
- Organizing and developing the sales department; marketing strategy development; creating and implementing company's salary politics; controlling the company's activities, statistic and financial data analysis
- Setting up the hotel software – Universal Accounting, HOTEL Section

01/04/2010 – 30/04/2011

Sales Manager, ICS Hotelul Codru, Chişinău

- Commercialize the hotel on its markets, to achieve the objectives of lodging, banquets and catering
- Promote the hotel brand and the policy of the customer loyalty; prospect for new partners
- Implement the business strategy and competitive analysis
- Make reports and market analysis
- Monitor customer contact database and update it regularly

EDUCATION AND TRAINING

June - December 2024	Certificate of Completion Google Digital Marketing & E-commerce Coursera	
07/11/2024–11/11/2024	Certificate of Attendance Education for Sustainability and Innovation in HEI System Academy of Economic Studies, Bucharest, Romania	
20/05/2024–24/05/2024	Certificate of Participation International Week – iWeek 2024 Lucian Blaga University of Sibiu, Romania	
16/10/2023–21/10/2023	Certificate of Attendance Innovation and STEAM Skills Development for Industry 4.0 Lodz University of Technology, Poland	
29.09.2022 – 10.12.2022	Certificate of Completion Mobile applications without code Code Breakers Academy	
16.11.2021	Certificate of Completion Web of Science for researchers Clarivate, Web of Science Group	
12/03/2018–18/03/2018	Certificate of Completion Teaching Mobility Program, Erasmus+ program D.A. Tsenov Academy of Economics, Svishtov, Bulgaria	
01/09/2009–25/06/2015	Diploma of Doctor of Philosophy in Economic Sciences NCAA Attestation Commission no. AT-5/2.2, Chişinău Subject: Customer Loyalty Management in Hotel Services	EQF level 8
	Scientific Novelty: The doctoral thesis introduces an innovative approach to modernizing customer intelligence in the hospitality industry by integrating quantitative and qualitative research methods tailored to the specific needs of Regency, Codru, and Dacia hotels . It pioneers the application of generational segmentation principles to analyze customer behavior, outlining distinct generational characteristics relevant to the hospitality sector . Furthermore, the research formulates hypotheses on the influence of generational traits on customer loyalty determinants , leading to the development of strategic loyalty frameworks based on a three-dimensional model of determinant influences . Additionally, the thesis provides sociological and praxeological recovery methodologies for the Moldavian hotel sector , offering a comprehensive roadmap for industry revitalization and long-term competitiveness.	
03/10/2014–24/10/2014	Certificate of Evaluator Association for the Development of Tourism, Chişinău Joint Operational Programme „Black Sea Basin 2007-2013” - Quality Certification System in Agro tourism – CerTour Project	
01/03/2014	Certificate of Attendance La Fondation pour la Formation Hôtelière, Chişinău (Republica Moldova) International Seminar I: "Developing Links Between Education and Industry" International Seminar II: „Case Studies for Management Development and Training"	

PROJECT COORDINATING

January, 2025 - present

Member, Researcher, HORIZON-MSCA-2023-SE-01

Marie Skłodowska-Curie Actions. Project GAP: 101179323.

Project details: STAR - Sustainability Transformation: Research and Innovation Network for Quality Information, Better Sustainability Reporting Practices and Business Resilience*To be engaged in Research & Innovation activities through international secondments of the project: Marie Skłodowska-Curie Staff Exchange, title: STAR - Sustainability Transformation: Research and Innovation Network for Quality Information, Better Sustainability Reporting Practices and Business Resilience, GA 101179323.***Project durations:** 01/01/2025 – 31/12/2028

Business or sector Education

2023 - present

Expert, National Agency for Research and Development, Chisinau, Republic of Moldova

Business or sector NGO

15/04/2024 – Present

Project assistant, Association of Women Entrepreneurs in Moldova (AFAM), Chisinau, Republic of Moldova

Business or sector NGO

PERSONAL SKILLS

Mother tongue(s) Romanian

Other language(s)	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
Russian	C2	C2	C2	C2	C1
French	B2	C1	B1	B2	C1
English	B2	C1	B2	B2	B2
Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user <u>Common European Framework of Reference for Languages</u>					

Communication skills Good communication skills acquired as Front Office Manager and Hotel Counsellor and as a Professor at the University

Organisational / managerial skills Efficient, independent
Organised, disciplined, motivated, loyal, punctual and conscientious

Job-related skills Ability to respond quickly to stressful situations
Responsibility and transparency in decision-making
Mentoring skills acquired as a lecturer in undergraduate student projects

Digital competence

SELF-ASSESSMENT				
Information and data literacy	Communication and collaboration	Digital content creation	Safety	Problem solving
Advanced	Intermediate	Intermediate	Advanced	Intermediate
Level 6	Level 4	Level 3	Level 5	Level 4
<u>Digital competences - Self-assessment grid</u>				