

Curriculum vitae Europass



PERSONAL INFORMATION

Milovan-Ciuta (ex. Constantin), Anca-Maria

16 J.H. Pestalozzi Str., 300115, Timișoara, Timiș county, office: M15

E-mail anca.milovan@e-uvt.ro

Nationality Romanian

Date of birth 12.02.1984

WORK EXPERIENCE

October 2019-present

Lecturer, PhD.

West University of Timisoara, Faculty of Economics and Business Administration,
16 J.H. Pestalozzi Str., 300115, Timișoara, Timiș county

Activities:

- Teaching

Online Marketing, Marketing, Public Relations, Consumer behaviour, Integrated marketing communications, Creative strategies for advertising

- Marketing Department Coordinator for Erasmus outgoing (learning agreements)
- Research

April 2013-October 2019

Assistant, PhD.

West University of Timisoara, Faculty of Economics and Business Administration,
16 J.H. Pestalozzi Str., 300115, Timișoara, Timiș county

Activities:

- Teaching

Marketing, Public Relations, Consumer behaviour, Integrated marketing communications, Creative strategies for advertising

- Marketing Department Coordinator for Erasmus outgoing (learning agreements)
- Research

February 2011-March 2013

Associated professor

West University of Timisoara, Faculty of Economics and Business Administration,
16 J.H. Pestalozzi Str., 300115, Timișoara, Timiș county

Activities:

- Teaching

Marketing, Public Relations, Consumer behaviour, Integrated marketing communications,

July 2008- December 2010**Public Relations Specialist**

Life Care Corp., Timișoara, Timiș county

Internal Communication, Press relations coordinator, Event Planner, copywriting, online store management

October 2007- June 2008**Marketing Specialist**

Atu Advertising, Timișoara, Timiș county

Event Planner, copywriting, Sampling team coordinator, communication campaigns coordinator

July- August 2006**Marketing specialist (Internship)**

Iulius Mall Timișoara, Timiș county

Event planner, radio advertising campaigns coordinator, press relations coordinator

**EDUCATION
AND TRAINING****2009-2012**

PhD. Degree in Economics, Marketing

West University of Timisoara, Faculty of Economics and Business Administration

- Marketing, Consumer Behaviour

2007-2009

Master degree in Management and Marketing in Mass-Media

West University of Timisoara, Faculty of Economics and Business Administration

- PR, Marketing, consumer behaviour

2003-2007

Bachelor degree in Economics, field of study: Marketing

West University of Timisoara, Faculty of Economics and Business Administration

- Marketing, Marketing research, consumer behaviour

1999-2003

Baccalaureate diploma

„William Shakespeare” highschool, Timișoara, Informatics field

**PERSONAL
SKILLS**

Mother tongue

Romanian

Other language(s)

English
Italian
German

Understanding		Speaking		Writing
Listening	Reading	Spoken Conversation	Spoken Production	Writing
C2	C2	C2	C2	C2
C1	B2	C1	B2	A2
B2	B2	B1	B1	B1

Levels: A1/A2: Basic user - B1/B2: Independent user - C1/C2 Proficient user
Common European Framework of Reference for Languages

Social skills

The ability to adapt to multicultural environments as a result of participating in numerous exchanges of international experiences during high school, the bachelor's cycle, but also in my professional activity.

Good communication skills obtained during my professional experience in the field of public relations and as an organizer of various scientific conferences or student contests.

Team spirit acquired in various projects and scientific works during the faculty, master's, and doctoral studies.

**Organizational/
managerial
skills**

Multitasking, analytical and creative, time-management skills in organizing (NGO coordination, event planning and press conferences, online shop coordination)

Digital skills

Word, Excel, PowerPoint, SPSS, Internet

Driving licence

B

**Additional
information**

Scholarships:

"Doctorat în economie la standardele Europei cunoașterii (DOESEC)", POSDRU/88/1.5./S/55287, proiect cofinanțat din Fondul Social European prin Programul Operațional Sectorial Dezvoltarea Resurselor Umane 2007-2013 și coordonat de Academia de Studii Economice din București în parteneriat cu Universitatea de Vest din Timișoara

Publications:

Dobre, C., Milovan, A. (2019), Marketing online și social media. Călătorie în lumea virtuală a marketingului. Editura CH. Beck

Sorin Prada, **Anca-Maria Constantin**, Activitatea de Relații publice. Cazuri practice, Editura Muzeului Țării Crișurilor, 2009, ISBN 978-973-7621-17-7.

Distinctions:

- Best book published in 2019 (Economics)- Dobre, C., Milovan, A. (2019), Marketing online și social media. Călătorie în lumea virtuală a marketingului. Editura CH. Beck- awarded by AFER

first Prize "Abilități decizionale în marketing", Student Marketing Club, Facultatea de Științe Economice, Universitatea de Vest din Timișoara, 2005

Certifications:

Certificat de competență lingvistică (limba engleză) Universitatea de Vest din Timișoara
 Certificat de absolvire a cursului "Metode și tehnici de coaching aplicabile activităților de tutorat academic" International Association of Cognitive Behavioral Coaching, November 2020
 "Internal Communication. Getting the most from your employees"- Achelis&Partner Communication Training Centre, București, October 2009
 "PR Strategy and planning"- Achelis&Partner Communication Training Centre, București, October 2008
 "Bringing cultures together 2006" – HR training Ede Christian University The Netherlands, November 2006
 "Tu poți dăruî bucurie"/ "Festivalul copiilor din Iosefin, ediția a 5-a" –Asociația Filantropică Medicală Creștină Christiana Timișoara și Consiliul Local Timișoara, 2006
 "Sustainability, a social-economic and touristic approach in Romania" – Universitatea de Vest din Timișoara, 20-23 April 2005

Conferences, trainings, workshops:

Marketing - from Information to Decision International Conference, 18 Noiembrie 2022, Cluj-Napoca
The 6th International Conference on Digital Economy (ICDEc) Tallinn - Online Conference July 15th to 17th, 2021 (reviewer)
The fifth International Conference on Digital Economy (ICDEc), June 11th to 13th, 2020, Bucharest
Marketing - from Information to Decision International Conference, 25-26 October 2019, Cluj-Napoca
TIMTED 2019
TIMTED 2017
TIMTED, Timișoara, iunie 2015
West Summer University
International Workshop From management culture to cultural management (CM-MC), FEAA, UVT, November 2013
Școala de Advertising- Facultatea de Economie și de Administrare a Afacerilor, Timișoara, October 2013
Conferința anuală a doctoranzilor "Economia europeană între conjunctură și strategie" – Academia de Științe Economice din București, București, 25-26 mai 2011
Seminarul Național Doctoral de Management și Marketing – Facultatea de Economie și Administrarea Afacerilor, Universitatea "Alexandru Ioan Cuza" din Iași, Iași, 19-20 mai 2011
Workshop "Economia europeană în recesiune/criză? Principali vectori ai schimbării" – organizat în cadrul proiectului "Doctorat în economie la standardele Europei cunoașterii (DOESEC)", POSDRU/88/1.5./S/55287, proiect cofinanțat din Fondul Social European prin Programul Operațional Sectorial Dezvoltarea Resurselor Umane 2007-2013 și coordonat de Academia de Studii Economice din București în parteneriat cu Universitatea de Vest din Timișoara, București, 9 decembrie 2010
5th Wseas International Conference on Economy and Management Transformation (EMT '10)- Universitatea de Vest din Timișoara, 24-26 octombrie 2010
Training în autorat științific "Doctoratul în Școli de Excelență – Evaluarea calității cercetării în universități și creșterea vizibilității prin publicare științifică" – organizat de CNCS- UEFISCDI, t 2010

Reviewer:

- Journal of Business Research
- TJEB
- Ekonomska Istraživanja

Research papers:

- Dobre, C., Milovan, A.-M., Preda, G. and Naghi, R. (2023), "Post-purchase behaviour triggers in branded mobile shopping apps", *Marketing Intelligence & Planning*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/MIP-08-2022-0357>
- Petrescu, M., Kitchen, P., Dobre, C., Mrad, S. B., Milovan-Ciuta, A., Goldring, D., & Fiedler, A. (2022). Innocent Until Proven Guilty: Suspicion of Deception in Online Reviews. *European Journal of Marketing*, 56(4). <https://doi.org/10.1108/EJM-10-2019-0776>
- Dobre, Costinel, Anca-Maria Milovan, Cristian Duțu, Gheorghe Preda, and Amadea Agapie. (2021). "The Common Values of Social Media Marketing and Luxury Brands. The Millennials and Generation Z Perspective" *Journal of Theoretical and Applied Electronic Commerce Research* 16, no. 7: 2532-2553. <https://doi.org/10.3390/jtaer16070139>
- Dobre, C., Preda, G., Milovan, A., Naghi, R.I. i Prada, S.I. (2021). The Perceived Value of Higher Education and University Competitiveness - The Rubik Cube Metaphor. *Review of Innovation and Competitiveness*, 7 (1), 33-59. <https://doi.org/10.32728/ric.2021.71/2>
- Milovan-Ciuta, A.M., Ardelean, V.M., Sahour, S.A., Jurca, F.C. (2019), the country of origin influence on the decision to buy wine. A research framework proposal. *Ecoforum Journal*, 8(1).
- M Petrescu, C Dobre, AM Milovan-Ciuta (2018). Social bonds and millennial consumers' activity in social networks. *International Journal of Internet Marketing and Advertising* 12 (3), 290-304
- Dobre, C., Bezzaouia, Marwa, Milovan-Ciuta, A. M. Joanta, R., (2016), Cultural differences and motivations for the purchase and consumption of luxury brands, *Romanian Journal of Marketing*, Iss. 1, ISSN: 1842-2454; EISSN: 1844-6523.
- Dobre, C., Milovan, A., M., Determinants of online store customer satisfaction, *Romanian Journal of Marketing* , ISSN 1824 – 2454, Nr. 4, 2015.
- Dobre, C., Milovan-Ciuta , A. M . (2015) ,Personality Influences On Online Stores Customers Behavior, *Ecoforum Journal*, Vol 4, No 1, ISSN: 2344 – 2174.
- Isac, F.-L., MILOVAN-CIUTA, A., DOBRE, A. (2015), Behavioral consequences of customers' satisfaction with banking products and services, *Timisoara Journal of Economics and Business*, 8(2),pp. 232–254,
- Dobre, C., Dragomir, A. C., Milovan, A.M. (2013), A marketing perspective on the influences of waiting time and servicescape on perceived value, *Management & Marketing*, 1842-0206, No4, Vol. 8.
- Constantin, A., (2012), The Antecedents of e-satisfaction and e-loyalty, *Timișoara Journal of Economics and Business*, Volume 5, Issue 2, pag. 236-252.

Timișoara,
25.10.2023