

PERSONAL  
INFORMATION



POPESCU GABRIELA VIRGINIA

Date of birth: May 18<sup>th</sup>, 1965, Bucharest

PROFESSIONAL EXPERTISE

2016 - present

- Associate teaching staff (a.t.s.)
  - National School of Political and Administrative Studies, Faculty of Communication and Public Relations, 30A Exhibition Blvd., Bucharest  
www.comunicare.ro
  - Supporting seminar hours in accordance with the curriculum and subject sheets for the subjects Public Relations - Theories and Practices, Management of Advertising Agency, Organizational Culture
  - Coordination of students' practical activities (projects)
  - Participation in the scientific research activity of the department and the publication of scientific works: Organizational Learning Research Laboratory, Strategic International Conference, Qualitative Research in Communication
  - Direct participation in all FCPR activities: university admission 2021, undergraduate and dissertation committee 2021, 2022, organizing team for the opening ceremony of the FCRP academic year 2021-2022, organizing team for the graduation ceremony, promotions 2020, 2021
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  - Participation as a trainer in the Kickstart Student project carried out by CNIPMMR in collaboration with NUPSPA (2022)

2021 - 2022 ▪ a.t.s. University Titu Maiorescu – Bucharest, Faculty of Science of Communication and International Affairs

▪ 2022 – univ. lect

2022 ▪ Trainer, Kickstart Student project, financed POCU/829/6/13/141279, beneficiary CNIPMMR

2021-2022 ▪ Target-group coordinator, proiectul TOP NEETs - POCU/908/1/3/150911

2008-prezent ▪ Marketing manager, BIT Construct Consulting – Bucharest

1999-2008 ▪ Fairs and exhibitions manager

▪ Romexpo, Bd. Expoziției nr. 2, București

▪ Specific task and responsibilities for fairs and exhibition management, inclusive communication and PR

1997-1998 ▪ Marketing & PR assistant, Coca Cola Services, Romania

1995-1997 ▪ Financial analyst, marketing, promotion and PR - Gelsor Financial Group

1992-1995 ▪ Consultant, Romasdar Agribusiness Consultants,

## EDUCATION

- 2020-2021 ▪ Post-doctoral studies in science of communication, post-doctoral researcher. Beneficiary of The entrepreneurial program of learning through practical experience, within the Project "Researcher-entrepreneur on the labor market in the fields of intelligent specialization" (CERT-ANTREP), POCU/380/6/13/124708
- 2014-2017 ▪ PhD science of communication, NUPSPA
- 2012-2014 ▪ Masterat in Brand management and corporate communication
- 1987-1991 ▪ Academy of Economic Studies, Faculty of Cybernetics, Statistics and Economic Informatics

## PERSONAL COMPETENCES

Native language Romanian

## FOREIGN LANGUAGES

	UNDERSTANDING		SPEAKING		WRITING
	listening	riding	converstion	oral	
English	C1	C1	C1	C1	C1
Certificate. Level					
	level	level	level	level	level

Scrieți denumirea certificatului. Scrieți nivelul, dacă îl cunoașteți.

Level: A1/A2: elementary- B1/B2: independent - C1/C2: experienced

Competențe de comunicare ▪ Excellent comunicaton abilities due to the professional expertise, even there were no mentions in the job description

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## RESEARCH AND PUBLISHING

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- Books Edited:
- Popescu, G.V. (2017), *Brandul de oraș ca vector al brandului de țară*. Sibiu – Capitală Europeană a Culturii, Editura Tritonic, ISBN 978-606-749-287-3
- Research papers in collective volumes
- Research papers:
- Leovaridis, C., Popescu, G.V. (2017). "An insight into entrepreneurship in Romanian cultural-creative industries", in Alexandra Zbucnea (ed.), *Entrepreneurs. Entrepreneurship: Challenges and Opportunities in 21st Century*, Tritonic Publishing, Bucharest, pp. 183-199, ISBN 978-606-749-241-5.
  - Cismaru, D.M.; Popa, L.; Popescu, G.V. (2016). *The Europeanization of Romanian students' skills by mobility programs and consequences on the social capital* published in Cismaru, D.M.; Leovaridis, C; Dumitriu, D. (eds.) (2016). *Trends and challenges in the learning economy*, Lambert Academic Publishing, pp. 137-157, ISBN 978-3-659-90965-8
  - Popescu, G.V. (2015) "European Capital of Culture - Component of City Brand", in Costea, A.M., Ghigiu, M.A., Melenciu, I.R. (coord), pp. 151-191, *Governance and Europeanization as a Framework for Understanding the European Society*, Tritonic Publishing, Bucharest, ISBN 978-606-749-104-3
  - Cismaru, D.M., Leovaridis, C., Popescu, G.V., (2015), "Insights in Entrepreneurship in Romania. A comparison to Other European Countries", published in Negrea-busuioc, E., Pîrvan, M., (coord) *Communication and Entrepreneurship in the European Context*, Bucharest, Comunicare.ro, ISBN 978-973-711-523-2

- Popescu, G.V., Bondoc Alina, (2021) Architectural heritage: contribution to the city brand strategy, Ecoforum Journal, vol. 10, issue 3, ISSN: 2344-2174, available on <http://www.ecoforumjournal.ro/index.php/eco/issue/view/27>
- Popescu G.V. (2017), "Sibiu between European Capital of Culture and Brexit: City Brand Perspective on Citizens", Ecoforum Journal, vol. 6, 3(13), August 2017, ISSN 2344-2174, available on <http://www.ecoforumjournal.ro/index.php/eco/article/view/642>
- Popescu, G.V. (2017), "Innovation Perspective in Local Administration at the Beginning of the "Age of Cities", Management Dynamics in the Knowledge Economy, June 2017, ISSN 2392-8042, available on <https://www.managementdynamics.ro/index.php/journal/article/view/210/171>
- Popescu, G.V. (2017), "From Local to Global with City Branding", Ecoforum Journal, Vol. 6, issue 1 (10), January 2017, ISSN 2344-2174, available on <http://www.ecoforumjournal.ro/index.php/eco/article/view/515>
- Popescu, G.V. (2016), "Tourism" and "Country" in Place Brand Theory and Practice, Journal of Tourism Challenges and Trends, vol. IX, no. 2, available on [journaltct.files.wordpress.com/2008/11/jtct-vol-9-2.pdf](http://journaltct.files.wordpress.com/2008/11/jtct-vol-9-2.pdf) din octombrie 2017, ISSN 1844-9743

## Conferințe

Research papers in international conferences:

- Coleff, D., Leovaridis, C., Popescu, G.V., (2022), **Digital book consumption as a form of sustainable consumption, before and during the pandemic**, Strategica International Academic Conference - Tenth Edition Bucharest, Romania, October 20-21, 2022, to be published
- Popescu, G.V., (2021), Knowledge based economy in the (post-)covid era: new dynamics in the event management industry, International Conference „Education and Creativity for the Science Based Society”, (pp. 53-58) Titu Maiorescu Titu Maiorescu, ISSN 2248-0080
- Cismaru, D.-M., Popescu G.V. (2021) – Work from home – a challenge for city branding, Strategica International Academic Conference – The ninth edition: Shaping the Future of Business and Economy, (pp. 856-871), Bucharest, Romania, October 21-22, 2021, available on <https://strategica-conference.ro/wp-content/uploads/2022/04/65-2.pdf>
- Vasilescu, Ș.-R., Leovaridis, C., Popescu G.V., (2021) – Aspects regarding Roma employment in advertising agencies, Strategica International Academic Conference – The ninth edition: Shaping the Future of Business and Economy, (pp. 489-504), Bucharest, Romania, October 21-22, 2021, available on <https://strategica-conference.ro/wp-content/uploads/2022/04/37-2.pdf>
- Leovaridis, C., Ioniță, M.C., Popescu, G.V. (2020) Vintage – one fashion, two generations. Purchasing and Consumption Behavior of Baby Boomers and Z Generations, Strategica International Academic Conference -Eighth Edition Bucharest, Romania, October 15-16, 2020 Preparing for Tomorrow, Today (pp. 312-333), ISBN: 978-606-749-508-9 ISSN:2734 -746X ISSN-L2734 –746X, available on <https://strategica-conference.ro/wp-content/uploads/2022/04/24-1.pdf>
- Cismaru, D.-M., Gavra, D. Popescu, G.V. (2017) – Tendencies in the External Migration of Romanians: Models of Migration and Characteristics of the Social Capital during the Process, International Conference Redefining Community in Intercultural Context, RCIC'17, (pp. 303-309) Bari, Italy, 5-6 June, 2017
- Popescu, G.V., Leovaridis, C. (2016) "City Branding as Marketing Innovation in Local Administration", Strategica International Academic Conference, fourth edition, Opportunities and Risks in the Contemporary Business Environment, Editura Tritonic, București, (pp. 586-599), ISSN: 2392-702X, ISBN (E-book): 978-606-749-181-4, available on <https://strategica-conference.ro/wp-content/uploads/2022/05/48-2.pdf>
- Popescu, G.V. (2015), "Branding Romania – Between Pioneering and Empiric Approach", Place Management and Branding Conference, 3rd edition, Poznan, published in Proceedings, ISBN 978-0-9551732-6-4
- Leovaridis, C., Popescu, G.V. (2014) "Organizational innovation – a path to improve the working conditions in the knowledge economy" – paper presented at Strategica International Conference 2014, second edition, National University of Political Studies and Public Administration, Tritonic, Bucharest, Romania, (pp 387-405), ISSN: 2392-702X, ISBN: 978-606-8571-52-2
- Leovaridis, C., Popescu, G.V. (2013) "Organizational innovation in the

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