

**POPESCU GABRIELA VIRGINIA**

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**PROFESSIONAL  
EXPERIENCE**

1 oct. 2021 – present

lect. Ph.D.,  
Titu Maiorescu University from Bucharest

- Teaching classes and/or seminars in accordance with the curriculum and subject sheets for the subjects Corporate Communication, Event Organization, Organizational Communication and Marketing, Negotiation Techniques, Branding in the Digital Age, Multimedia in Institutional Communication, Research for the Development of Graduation Thesis (Bachelor's and Master's), The Institution of the Spokesperson, Organizational Communication Theory, Organizational Communication Management, Internal Communication, Multimedia in Institutional Communication, Ethics and Management Deontology; member of the dissertation committee, secretary of the faculty admission committee, member of the master's admission committee
- Coordination of students' practical activities (projects, graduation theses)
- Participation in the department's scientific research activity and publication of scientific papers: International Conference "Education and Creativity for a Knowledge-Based Society", Oct. 11 2021, International Conference on Social, Political and Human Sciences "Global Challenges and National Identity", Dec. 9, 2021, Scientific Conference "Building Modern Romania" Cardinal Country Project. Founders, process, current affairs, Feb. 15, 2022
- Direct participation in all activities of the department, the Faculty and the University

2014 - present

- Associate teaching staff, Ph.D. candidate (2014-2017), Ph.D, (since 2017)
- National University of Political Studies and Public Administration, Faculty of Communication and Public Relations
- Seminar classes in accordance with the curriculum and subject sheets for the university disciplines Organizational Culture, Public Relations Theories and Practices, Advertising Agency Management
- Coordination of students' practical activities (projects)
- Coordination of bachelor's theses
- Participation in the department's scientific research activity and publication of scientific works: Organizational Learning Research Laboratory, Strategica International Conference, Qualitative Research in Communication

- Direct participation in all Faculty activities: admission 2021, bachelor's and dissertation committee 2021, the organizing team of the opening ceremony of the FCRP academic year 2021-2022, the organizing team of the graduation ceremony, promotions 2020, 2021
- Participation as a trainer in the Kickstart Student project carried out by CNIPMMR in collaboration with SNSPA (2022)
  
- 2022 ▪ Trainer, Kickstart Student project POCU/829/6/13/141279, CNIPMMR beneficiary
- 2021-2022 ▪ Target group coordinator, TOP NEETs project – Professionally Oriented Young People POCU/908/1/3/150911
- 2008-prezent ▪ Communication and Marketing manager, BIT Construct Consulting, constructions
- 1999-2008 ▪ Fair and exhibition organizer
- Romexpo, Bd. Expoziției no. 2, Bucharest
- 1997-1998 ▪ PR assistant, Coca Cola Services, Romania
- 1995-1997 ▪ Financial analyst, marketing and promotion, PR Gelsor Financial Group
- 1992-1995 ▪ Consultant, Romasdar Agribusiness Consultants,

**EDUCATION**

- 2020-2021 ▪ Post-doctorate in communication sciences, postdoctoral researcher, beneficiary of the Entrepreneurial Learning through Practical Experience Program, within the Project "Researcher-entrepreneur on the labor market in the fields of smart specialization" (CERT-ANTREP), POCU/380/6/13/124708
- Postdoctoral research: New contributions to the theory and practice of city branding
  
- 2014-2014 ▪ Ph.D. in Communication Sciences, SNSPA Doctoral School, studies completed with the award of the title of Doctor in Communication Sciences
- Doctoral research topic: City brand as a vector for building the country image. Sibiu ten years after being the European Capital of Culture
- 2016 ▪ Trainer courses, trainer certificate, Ministry of Labor, Family and Social Protection and Elderly Persons and Ministry of National Education and Scientific Research
- 2012-2014 ▪ Master's degree in brand management and corporate communication, National University of Political Studies and Public Administration, Faculty of Communication and Public Relations
  
- 1987-1991 ▪ Academy de Economic Studies, Facultaty Cybernetics, Statistics și Informatics

**PERSONAL COMPETENCIES**

Native Language	Romanian				
Foreign languages	UNDERSTANDING		SPEAKING		WRITING
	LISTENING	READING	CONVERSATION	ORAL DISCOURSE	
English	C1	C1	C1	C1	C1
Levels: A1/A2: elementary user - B1/B2: independent users- C1/C2: experienced user					

**Communication skills** Good communication skills as a result of professional experience in which I had communication and PR duties

and responsibilities, even if they were not always mentioned in the job description

Managerial / organization competencies

- Solid organizational skills acquired throughout professional activity
- Managerial skills as a result of professional experience

DIGITAL COMPETENCES

SELFEVALUATION				
Data Processing	Communication	Content creation	Security	Problem solving
Experienced user	Experienced user	Experienced user	Elementary user	Elementary user

SUPLIMENTARY INFORMATION

Books	<p>Published books:</p> <ul style="list-style-type: none"> <li>- Popescu, G.V. (2017), Brandul de oraş ca vector al brandului de ţară. Sibiu – Capitală Europeană a Culturii, Editura Tritonic, ISBN 978-606-749-287-3</li> </ul>
Research papers in collective volumes	<ul style="list-style-type: none"> <li>- 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, Editura Tritonic, Bucharest, pp. 183-199, ISBN 978-606-749-241-5.</li> <li>- 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</li> <li>- 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, Editura Tritonic, Bucharest , ISBN 978-606-749-104-3</li> <li>- 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</li> </ul>
Research papers in ISI/IDB publications	<ul style="list-style-type: none"> <li>- Popescu, G.V., Bondoc, A., (2021), "Architectural heritage: contribution to the city brand strategy, published in Ecoforum Journal, vol. 10, issue 3, ISSN 2344-2174, available on <a href="https://www.ecoforumjournal.ro/index.php/eco/issue/view27">https://www.ecoforumjournal.ro/index.php/eco/issue/view27</a></li> <li>- Popescu, G.V. (2018), "Bucharest, from Little Paris to Modernity: Historical Component of City Branding", published in Analele Universitatii Hyperion. Specializarea Istorie, ISSN 2067-8266</li> <li>- Cismaru, D.M.; Gavra, D.; Popescu, G. (2017). "Tendencies in the external migration of Romanians: models of migration", published in A. Lesenciuc, (ed.)</li> </ul>

<p>Research papers published in conference proceedings</p>	<p>Redefining Communities in International Context, Henri Coandă Air Force Academy Aeriene, vol 6, no 1/2017, ISSN 2285-2689, pp. 303-309, available on <a href="https://www.afahc.ro/ro/rcic/2017/rcic'17/rcic'17_volume.pdf">https://www.afahc.ro/ro/rcic/2017/rcic'17/rcic'17_volume.pdf</a></p> <ul style="list-style-type: none"> <li>- 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</li> <li>- Popescu, G.V. (2017), "Innovation Perspective in Local Administration at the Beginning of the &lt;&lt;Age of Cities&gt;&gt;", published in Management Dynamics in the Knowledge Economy, June 2017, ISSN 2392-8042</li> <li>- Popescu, G.V. (2017), "From Local to Global with City Branding", Ecoforum Journal, Vol. 6, issue 1 (10), January 2017, ISSN 2344-2174</li> <li>- Popescu, G.V. (2016), "&lt;&lt;Tourism&gt;&gt; and &lt;&lt;Country&gt;&gt; in Place Brand Theory and Practice", Journal of Tourism Challenges and Trends, vol. IX, no. 2, publicat și available on <a href="http://journaltct.files.wordpress.com/2008/11/jtct-vol-9-2.pdf">journaltct.files.wordpress.com/2008/11/jtct-vol-9-2.pdf</a> din octombrie 2017, ISSN 1844-9743</li> </ul> <ul style="list-style-type: none"> <li>- Ioniță, C.G., Leovaridis, C., Popescu, G.V., (2024), Use of artificial intelligence in advertising agencies – opportunities and challenges, Strategica International Conference, 12th edition, 2024, October, 25th-26th, to be published conference proceedings</li> <li>- Dumitrescu, E.E., Leovaridis, C., Popescu G.V., (2023), "Client Service Departments in advertising agencies between pandemic and post-pandemic", Strategica International Academic Conference – 11th Edition Bucharest, Romania, Managing Business Transformations during Uncertain Times, October 20-21, 2023, SBN: 978-606-749-760-1 ISSN: 2734 – 746X, pp. 195-218, doi: 10.25019/STR/2023.015, available on <a href="https://strategica-conference.ro/strategica-2023-managing-business-transformations-during-uncertain-times/">https://strategica-conference.ro/strategica-2023-managing-business-transformations-during-uncertain-times/</a></li> <li>- 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, Sustainable Development and Strategic Growth, October 20-21, 2022, pp. 460-479, available on <a href="https://strategica-conference.ro/strategica-2022-sustainable-development-and-strategic-growth/">https://strategica-conference.ro/strategica-2022-sustainable-development-and-strategic-growth/</a></li> <li>- 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 Knowledge-based Society", (pp 53-58), University Titu Maiorescu from Bucharest, ISSN 2248-0080</li> <li>- 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 <a href="https://strategica-conference.ro/wp-content/uploads/2022/04/65-2.pdf">https://strategica-conference.ro/wp-content/uploads/2022/04/65-2.pdf</a></li> <li>- 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,</li> </ul>
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<p>Papers presented in conference or in course of being published</p>	<p>(pp. 489-504), Bucharest, Romania, October 21-22, 2021, available on <a href="https://strategica-conference.ro/wp-content/uploads/2022/04/37-2.pdf">https://strategica-conference.ro/wp-content/uploads/2022/04/37-2.pdf</a></p> <ul style="list-style-type: none"> <li>- 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 <a href="https://strategica-conference.ro/wp-content/uploads/2022/04/24-1.pdf">https://strategica-conference.ro/wp-content/uploads/2022/04/24-1.pdf</a></li> <li>- Popescu, G.V., Leovaridis, C. (2016) "City Branding as Marketing Innovation in Local Administration", Strategica International Academic Conference. Opportunities and Risks in the Contemporary Business Environment, Editura Tritonic, Bucharest , pp. 586-599, ISSN: 2392-702X, ISBN (E-book): 978-606-749-181-4.</li> <li>- 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</li> <li>- Leovaridis, C., Popescu, G.V. (2014), "Organizational innovation – a path to improve the working conditions in the knowledge economy" Strategica International Conference 2014, Management, Finance and Ethics, pp. 387-405, National University of Political Studies and Public Administration, Bucharest, Romania, available <a href="https://strategica-conference.ro/strategica-2014-3/">https://strategica-conference.ro/strategica-2014-3/</a></li> <li>- Leovaridis, C., Popescu, G.V. (2013), "Organizational innovation in the knowledge-based society", ESPERA 2013 – Economic Scientific Research – theoretical, empirical and practical approaches organised by the Romanian Institute of Economic Research "Constantin C. Kirițescu", National Bank of Romania, 11-12 December 2013, Bucharest, Romania</li> <li>- Leovaridis, C., Sîrbu, I., Popescu, G.V., (2024), "Entrepreneurship among students - between opportunities and difficulties", The 11th International Conference - ESPERA 2024, 17th-18th October, Transformational drivers of national economies. Developing policy options and tools tailored to targeted reforms, ROMANIAN ACADEMY, National Institute for Economic, Research "Costin C. Kirițescu", to be publishing, information on <a href="https://conferinta-ince.ro/espera/espera-2024/agenda/">https://conferinta-ince.ro/espera/espera-2024/agenda/</a></li> <li>- Popescu, G.V., (2024), "Education in digital era: school – present and future", International Conference of Social, Political and Humanistic Science, 9th Edition, 2024, December, 9th, Faculty of Education Science, Communication and International Relations - Titu Maiorescu University of Bucharest</li> <li>- Popescu, G.V., Leovaridis, C., Work from home vs. Work from office between necessity and ethics VESA International Conference, 2022, May, 5th-7th Transilvania University, Braşov, <a href="https://www.prouniversitaria.ro/eveniment/universitatea-transilvania-organizeaza-vesa-conferinta-internationala-pe-teme-de-valori-etice/">https://www.prouniversitaria.ro/eveniment/universitatea-transilvania-organizeaza-vesa-conferinta-internationala-pe-teme-de-valori-etice/</a></li> <li>- Popescu, G.V., (2022), Scientific research: current status and future opportunities, International Conference of Social, Political and Humanistic Science, 9th Edition, 2022, December, 8th, Faculty of Education Science, Communication and International Relations - Titu Maiorescu University of Bucharest</li> </ul>
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	<p>- Popescu, G.V., (2021), City branding between global challenges and national identity, International Conference of Social, Political and Humanistic Science, 8th Edition, 2021, Faculty of Education Science, Communication and International Relations - Titu Maiorescu University of Bucharest</p>
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Signature,

Gabriela Popescu  
Lect., Ph.D.

