

## Curriculum Vitae

### Ovidiu-Aurel GHIUȚĂ, Ph.D.

Associate Professor of Marketing and Entrepreneurship

Ștefan cel Mare University of Suceava, Romania

ovidiu ghiuta@fia.usv.ro | +40 742 128 883

[LinkedIn profile](#)



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### Academic and Management Experience

- **Associate Professor**, Faculty of Food Engineering, USV (2015–present)  
Courses taught (BA): Marketing, Consumer Behavior, Management, Entrepreneurship, Research Methods in Social Sciences, Branding, Media planning,  
Courses taught (MA): Entrepreneurial Management, Marketing for Creative Industries, Business Management in Creative and Media Industries  
University governance roles:
- **President of the Senate Commission on Image and International Cooperation (2020–present);**  
Senate Member (2012–2016, 2020–present),  
Vice President of the Commission on Teaching, Quality Assurance and Academic Development (2012–2016);  
Member of the University Ethics Committee (2014–present);  
Erasmus+ and International Relations Coordinator, Faculty of Food Engineering (2016–2017);
- **Vice President**, National Council for Higher Education Statistics and Forecasting (CNSPIS), Romania (2022–present)
- **President**, Association for Entrepreneurial Education (2022–present)
- **Fulbright Visiting Scholar**, University of Rochester, USA (2019)
- **International Expert**, Organisation Internationale de la Francophonie (OIF) – jury president, program evaluator (2015–present)

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### Education and International Training

- **Ph.D. in Management Sciences (co-tutelle)**, Univ. of Rouen, France – "Très Honorable avec Félicitations" (2011)  
*Top 10% of theses awarded this distinction; supervised by Prof. Orange Gérald*
- **Ph.D. in Marketing**, Univ. "Al. I. Cuza" Iași, Romania (2011)  
*Final average grade: 10 (Year 1, ranked 1/60); admitted with 9.18 (rank 7/84); supervised by Prof. Constantin Sasu*
- **Postdoctoral studies in Political Branding**, Ștefan cel Mare University of Suceava (2015)

- **M.A. in Marketing Strategy and Planning**, Univ. "Al. I. Cuza" Iași (2007)  
*Graduation average: 9.30 (rank 6/23); Dissertation: 9.60 (rank 3/22), supervisor: Prof. Ștefan Prutianu*
- **B.A. in Marketing**, Univ. "Al. I. Cuza" Iași (2006)  
*Graduation average: 9.32 (rank 6/143); Bachelor thesis: 9.50 (rank 4/130), supervisor: Prof. Ștefan Prutianu*
- **High School Valedictorian**, Colegiul Național „Ștefan cel Mare” Suceava (2002)  
*Baccalaureate average: 9.97 – ranked 1st out of 5,200 students in Suceava County*
- **Fulbright Training** – Entrepreneurship Ecosystems, University of Rochester (2019)
- **Entrepreneurship Executive Program** – Babson College (2023)

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## Selected Publications

### Books:

- *L'influence du brand sur le comportement de l'électeur*, Éditions Universitaires Européennes, 2011.
- *Brandul. Ce este și cum îl construim*, Tehnopress, 2015.
- *Analiză comparată a brandului electoral*, Tehnopress, 2016.

### Peer-reviewed Articles (ISI & B+ indexed, selection):

- Ghiuță, O.-A. & Nistor, A. (2025). Analysis of Consumer Behavioral Factors Between Online Shopping and Physical Store Experience in the M-Commerce Era. *Telecom*, 6(1), 17.
- Plopeanu, A.-P.; Homocianu, D.; Florea, N.; Ghiuță, O.-A.; Airinei, D. (2019). Comparative Patterns of Migration Intentions from Eastern European Students in Economics. *Sustainability*, 11(18).
- Vodă, A.I.; Covatariu, D.; Ghiuță, O.-A. (2019). Students' Entrepreneurial Intentions: Role of Education and Risk-Taking Ability. *Environmental Engineering & Management Journal*, 18(7).
- Ghinea, C.; Ghiuță, O.-A. (2019). Household Food Waste Generation: Young Consumers' Behavior, Habits and Attitudes. *IJEST*, 16(5).
- Ghiuță, O.-A.; Bakiti ba Mbog Binyet, J. O. (2024). HR Management Resilience for Post-COVID19 Cameroon Companies. *Annals of Constantin Brâncuși University, Economic Sciences Series*, 4.
- Ghiuță, O.-A. (2022). Economic Aspects of Precious Metal Investments. *Scientific Bulletin - Economic Sciences*, 19–24.

- Ghiuță, O.-A. (2015). Brand Components in Electoral Debates. *ECONOMIA. Seria MANAGEMENT*, 1, 27–48.
- Ghiuță, O.-A. (2015). Value of Personal Brand in Local Elections. *Annals of Constantin Brâncuși University, Economic Sciences Series*, 1(1), 85–91.
- Ghiuță, O.-A. (2014). Motivations of Electoral Absenteeism. *Ovidius University Annals, Economic Sciences Series*, 2, 177–181.
- Ghiuță, O.-A.; Prelipcean, G. (2014). Communication in Emergency Management. *USV Annals of Economics and Public Administration*, 2(20), 122–130.
- Ghiuță, O.-A. (2009). Integrated Marketing Communication in Politics? *USV Scientific Annals, Economic Sciences and Public Administration*, 9(1), 88–93.
- Ghiuță, O.-A. (2013). Marketing Concepts in Politics. *USV Annals of Economics and Public Administration*, 1(17), 42–48.
- Ghiuță, O.-A. (2014). Political Brand Influence on Voter Behavior: Consumer Behavior Theory. *SEA – Practical Application of Science*, 2(4), 563–574.
- Ghiuță, O.-A. (2010). Brand Identification in Obama’s Speech. *Revue Valaque d’Études Économiques*, 1(15)3, 57–64. (CNCSIS B+).

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### Awards and Scholarships

- Fulbright-RAF Research Grant, University of Rochester (2019–2020)
- Eiffel Doctoral Excellence Scholarship, French MFA (2009–2010)
- Erasmus+ Grants: UK, PT, HU, MA, ME, PL, HR, MD (2013–2024)
- National Research Grants, UEFISCDI (2015, 2023)

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### Affiliations and Editorial Boards

- Editorial Board Member: *Journal of Agriculture* (ISI, Osijek) (2025–present)
  - President, Association for Entrepreneurial Education (Romania)
  - Member, Romanian Statistical Society; Francophone Researchers Network
  - Editorial Board: *IJEFMS*, *SJBM*, *CCMJ* (since 2014)
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