Curriculum Vitae



Ovidiu-Aurel GHIUȚĂ, Ph.D.
Associate Professor of Marketing and Entrepreneurship
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LinkedIn profile

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),
  President of the University Ethics Committee (2025–present), member (2014 –present);
  Vice President of the Commission on Teaching, Quality Assurance and Academic Development (2012–2016);
  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)
- **Vice-President** (2025-2029), Association for Entrepreneurial Education, President (2021–2025)
- **Fulbright Visiting Scholar**, University of Rochester, USA (2019)
- **International Expert**, Organisation Internationale de la Francophonie (OIF) – jury president, program evaluator (2015–present)

Education and International Training

- **Ph.D. in Management Sciences (co-tutelle)**, Univ. of Rouen, France – "Très Honorable avec Félicitations" (2011), *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)

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):

- Simijdean, M., Ilea, D., Szabo, D., Ghiuță, O.-A., Țîțu, A. M., & Dragomir, M. (2026). A survey-informed digital competitiveness framework for emerging battery manufacturing ecosystems: Evidence from Romanian cross-sectoral industrial firms. *Batteries, 12*(7), 257.
- Ghiuță, O.-A. (2026). A parsimonious two-segment structure in smartphone e-commerce: Evidence from Romanian university students. *Journal of Theoretical and Applied Electronic Commerce Research, 21(7), 230.*
- 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.
- 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.
- 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. (2015a). Brand components in electoral debates. *ECONOMIA. Seria MANAGEMENT*, 1, 27–48.
- Ghiuță, O.-A. (2015b). Value of personal brand in local elections. *Annals of Constantin Brâncuși University, Economic Sciences Series, 1*(1), 85–91.
- Ghiuță, O.-A. (2014a). Motivations of electoral absenteeism. *Ovidius University Annals, Economic Sciences Series*, 2, 177–181.
- Ghiuță, O.-A. (2014b). Political brand influence on voter behavior: Consumer behavior theory. *SEA – Practical Application of Science, 2*(4), 563–574.
- Ghiuță, O.-A., & Prelipcean, G. (2014). Communication in emergency management. *USV Annals of Economics and Public Administration, 2*(20), 122–130.
- Ghiuță, O.-A. (2013). Marketing concepts in politics. *USV Annals of Economics and Public Administration, 1*(17), 42–48.
- Ghiuță, O.-A. (2010). Brand identification in Obama's speech. *Revue Valaque d'Études Économiques, 1*(15)3, 57–64.
- Ghiuță, O.-A. (2009). Integrated marketing communication in politics? *USV Scientific Annals, Economic Sciences and Public Administration, 9*(1), 88–93.

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)

Affiliations and Editorial Boards

- Editorial Board Member: *Journal of Agriculture* (ISI, Osijek) (2025–present)
- Member, Romanian Statistical Society; Francophone Researchers Network
- Editorial Board: *IJEFMS*, *SJBM*, *CCMJ* (2014-2023)