



Personal information

First name(s)/Surname(s)	Monica Ioana BURCĂ - VOICU
Address(es)	Cluj-Napoca, Cluj, România
E-mail	monica.voicu@ubbcluj.ro
Nationality	Romanian
Date of birth	24.05.1978

Work experience

Dates	July 2016 - present
Occupation or position held	Head / Director of Distance Learning Studies for the International Relations and European Studies line.
Main activities and responsibilities	Coordinator of the program, managerial activities.
Name and address of the employer	Faculty of European Studies, Babeş-Bolyai University, România
Type of business or sector	Administrative activity -Education
Dates	October 2025- present
Occupation or position held	Associate Professor
Main activities and responsibilities	Subjects for which I currently conduct teaching activities: International Economics / World Economics, Principles of Economics (undergraduate), Entrepreneurship and Cultural Heritage (master's), Marketing / International Marketing, Business Communication and Negotiation (undergraduate), Marketing Communication (master's)
Name and address of the employer	Faculty of European Studies, Babeş-Bolyai University, România
Type of business or sector	Education
Dates	October 2015– present
Occupation or position held	Lecturer
Main activities and responsibilities	Teaching and research activities in the domain of economic studies. Teaching courses and seminars in International Economics, Principles of Economics, Marketing, International Branding Strategies, Entrepreneurship, Cultural Heritage, and Marketing Communication.
Name and address of the employer	Faculty of European Study, Babeş-Bolyai University, România
Type of business or sector	Education
Dates	February 2007 – October 2015
Occupation or position held	Teaching assistant

Main activities and responsibilities	Teaching activities for Principles of Economics, world economics, Macroeconomics, Principles of Marketing, etc.
Name and address of the employer	Faculty of European Studies, Babeş-Bolyai University, România
Type of business or sector	Administrative activity -Education
Dates	October 2003 – February 2007
Occupation or position held	Doctoral studies – Collaborator Teaching Assistant
Main activities and responsibilities	Teaching and research activities as a PhD in International Economic Relations Studies. Collaborator for seminar teaching activities for disciplines such as: Principles of economics, Macroeconomics, Principles of marketing, International Marketing, Management, etc.
Name and address of the employer	Faculty of European Studies, Babeş-Bolyai University, România
Type of business or sector	Administrative activity -Education
Dates	July - September 2003
Occupation or position held	Assistant Manager
Main activities and responsibilities	I have carried out administrative activities related to: maintaining the relationship with suppliers, customers, primary accounting, the relationship with the bank, customs, employees, etc.
Name and address of the employer	Italian company Berenice, Cluj-Napoca
Type of business or sector	Management
Dates	November 2002 - June 2003
Occupation or position held	Assistant Marketing - Account Manager
Main activities and responsibilities	I have carried out activities related to: monitoring the clients, developing and implementing projects.
Name and address of the employer	Advertising company "Reset Media", Cluj-Napoca
Type of business or sector	Marketing / Advertising
Dates	2000 - 2001
Occupation or position held	Sales representative and Profiler (internship)
Main activities and responsibilities	Activities related to prospecting the market and monitoring the company's clients;
Name and address of the employer	Advertising company "SC Praxis Media SRL", Cluj-Napoca
Type of business or sector	Marketing / Advertising

Education and training

Dates	22 January 2021
Title of qualification awarded	Qualification course - Training session on Quality Management for Distance Learning studies
Principal subjects/occupational skills	Management
Name and type of organisation providing educational and training	Romanian Agency for Quality Assurance in Higher Education - ARACIS
Dates	23-24 March 2017
Title of qualification awarded	Qualification course - Certificate in Training seminar, distance learning studies, management and methodology
Principal subjects/occupational skills	Management
Name and type of organisation providing educational and training	CFCIDFR, Babeş-Bolyai University, Cluj-Napoca
Dates	October 2003- December 2013
Title of qualification awarded	PhD in International Economic Studies
Principal subjects/occupational skills	International Economic Relations – coordinated by – PhD. Professor. Mihaela Luţaş – title of the doctoral thesis -" The Evolution and prospects of the organic food products on the European Union market. Case study: Romanian market "
Name and type of organisation providing educational and training	Faculty of Economics and Business Administration, Babeş-Bolyai University, Cluj-Napoca
Dates	August – September 2013
Title of qualification awarded	Qualification course
Principal subjects/occupational skills	International training seminar - "Valuing the experience and examples of good practice for LLP, with a view to promoting the new European projects 2014-2020."
Name and type of organisation providing educational and training	Casa Corpului Didactic Hunedoara - Education
Dates	February – October 2012
Title of qualification awarded	Training program (30h)
Principal subjects/occupational skills	Quality management in higher education in master's programs for regional development.
Name and type of organisation providing educational and training	Babeş-Bolyai University and Technical University - Master's Program on Regional Development Assessment, POSDRU 18 / 1.2 / G / 39819
Dates	March 2010
Title of qualification awarded	Qualification course - TRAINER, CNFPA- Certificate, Cod COR 241205
Principal subjects/occupational skills	Preparing and undertaking training activities, training marketing, organizing training programmes, quality assurance and training evaluation.
Name and type of organisation providing educational and training	S.C. CNN Business S.R.L

Dates 2009-2010
 Title of qualification awarded Qualification course
 Principal subjects/occupational skills Psycho-Pedagogical Studies
 Name and type of organisation Teacher Training Department, Babeş-Bolyai University, Cluj-Napoca
 providing educational and training

Dates 8-10 februarie 2008
 Title of qualification awarded Qualification course
 Principal subjects/occupational skills European educational management and project management.
 Name and type of organisation Association Europeenne Des Enseignants România
 providing educational and training

Dates 2002-2003
 Title of qualification awarded Master's Degree
 Principal subjects/occupational skills Management
 Name and type of organisation Faculty of European Studies, Babeş-Bolyai University, Cluj-Napoca
 providing educational and training

Dates 1998-2002
 Title of qualification awarded Bachelor's Degree – Economic studies
 Principal subjects/occupational skills Management
 Name and type of organisation Faculty of European Studies, Babeş-Bolyai University, Cluj-Napoca
 providing educational and training

Dates 1993-1997
 Title of qualification awarded High School Degree
 Principal subjects/occupational skills Mathematics-Physics-Intensive English
 Name and type of organisation "Colegiul Național Decebal" Deva
 providing educational and training

Personal skills and competences

Mother tongue(s) **Romanian**

Other language(s)

Self-assessment

European level ()*

English

Italian

Understanding		Speaking		Writing
Listening	Reading	Spoken interaction	Spoken production	
C1	C2	C1	C	C1
B2	B2	B2	B2	B2

(*) Common European Framework of Reference for Languages

Erasmus teaching mobility

Aprilie 2025
 – Mobilitate Erasmus Staff Training - University of Public Service, Budapesta
 Aprilie 2025

- Mobilitate Erasmus teaching - University Of Piraeus, Piraeus
 May 2022 - Erasmus teaching mobility Peloponnese - University of Peloponnese
 April 2022 - Erasmus teaching mobility Napoli - Università degli Studi della Campania Luigi Vanvitelli
 April 2019 - Erasmus teaching mobility Coimbra – Instituto Politécnico de Coimbra
 May 2018 - Erasmus teaching mobility Valencia – Universitat Politècnica de Valencia

Social skills and competencies

Communication Skills

Ability to perform effective group work

Adaptability to a complex social environment, characterized by linguistic and cultural diversity

Dynamic, sociable, creative and perseverant

Organisational skills and competences

Leadership and organizational abilities

Ability to handle multiple tasks

Ability to analyse and solve tasks

Creativity, innovative spirit; dynamism, flexibility, organizational planning, coordination, monitoring and evaluation skills.

- member of the Faculty of European Studies board, "Babeş-Bolyai" University, Cluj-Napoca
- member of the Department - DSEG board of the Faculty of European Studies, "Babeş-Bolyai" University, Cluj-Napoca
- member of the Evaluation Commission for the of undergraduate and master final papers - Faculty of European Studies, "Babeş-Bolyai" University, Cluj-Napoca
- member of the Admissions Committee for the Master's Degree interview for the International Communication / Performance Management lines of study - Faculty of European Studies, "Babeş-Bolyai" University, Cluj-Napoca
- member of the Admission Committee for undergraduate studies - Faculty of European Studies, "Babeş-Bolyai" University, Cluj-Napoca
- member of the Commission responsible for the development of the curriculum, contributing to the development and harmonization of competences for different specializations according to ARACIC, RNCIS etc.

Computer skills and competencies

Microsoft Office:

Driving licence

B category

Publications

Books:

Burcă-Voicu, Monica-Ioana (2014), *Evoluția și perspectivele produselor alimentare ecologice pe piața Uniunii Europene. Studiu de caz: România*, Editura Efes, Cluj-Napoca, P. 221;

Articles Web of Science indexed

Burcă-Voicu, M.I.; Cramarencu, R.E.; Dabija, D.-C. Investigating Learners' Teaching Format Preferences during the COVID-19 Pandemic: An Empirical Investigation on an Emerging Market. *Int. J. Environ. Res. Public Health*, 2022, 19, 11563. <https://doi.org/10.3390/ijerph191811563>, Impact Factor: 4.614 (2022), AIS 0,866 (2021), SSCI / SCIE- Q2 (AIS), CiteScore - Q1

Cramarencu, R.E.; Burcă-Voicu, M.I.; Dabija, D.-C. Student Perceptions of Online Education and Digital Technologies during the COVID-19 Pandemic: A Systematic Review, *Electronics*, 2023, 12 (2), 319. <https://doi.org/10.3390/electronics12020319> Impact Factor: 2.69 (2023), Computer Science, Information Systems - SCIE -Q3 (AIS), AIS 0,401(2023), CiteScore - Q2

Cramarencu Romana-Emilia, Burca-Voicu Monica-Ioana, Dabija Dan Cristian, The impact of artificial intelligence (AI) on employees' skills and well-being in global labor markets: A systematic review, *Volum Nr: 14, 3, Pagina: 401 - 431*, Număr identificare articol: 10.24136/oc.2023.011, Număr pagini: 31, Social Sciences Citation Index (Thomson Reuters - Web of Science), ERIH PLUS, Scopus

Cramarenco, R.E.; Burcă-Voicu, M.I.; Dabija, D.-C., Organic Food Consumption During the Covid-19 Pandemic. A Bibliometric Analysis And Systematic Review / Consumul De Alimente Ecologice În Perioada Pandemiei De Covid-19. O Analiză Bibliometrică Și O Recenzie Sistematică A Literaturii, Amfiteatru Economic Vol 16, Nr.33, 21, 11.2023, ISSN 1582-9146, (2023), AIS 0,25(2022), Business – SSCI - Q4 (AIS), WOS:001101234800007., Factor de impact (JIF)-2.6, Journal Citation Indicator (JCI)-0,65, Q2 (2023)

Nagy, I.D.; Dabija, D.-C.; Cramarenco, R.E.; Burcă-Voicu, M.I. The Use of Digital Channels in Omni-Channel Retail—An Empirical Study. J. Theor. Appl. Electron. Commer. Res. (2024), 19, 797-817., AIS 0,685 (2024), Business -SSCI - Q2, <https://doi.org/10.3390/jtaer19020042>, Impact Factor: 5.1 (2023), JCR - Q1 (Business) / CiteScore - Q1 (General Business, Management and Accounting)

Burcă-Voicu, M. I., Cramarenco, R. E., Dabija, D.-C., Navigating the social media market: AI and the challenge of fake news dissemination in the business environment., *Oeconomia Copernicana*, (2025), 16(1),79–124. <https://doi.org/10.24136/oc.3386>., Economics – SSCI- Q3 (AIS), Impact Factor 2023 – 7.6, Quartile in Category Economics: Q1

Articles indexed in international databases :

Burcă-Voicu, Monica (2012), „The evolution of the organic food market in Romania - trends, opportunities and threats in the current international economic context”, *în Romanian Review of International Studies* IV, Nr. 2/2012: [http://dsi.institute.ubbcluj.ro/docs/revista/82_ro.pdf]; CEEOL

Racolța-Paina, Nicoleta; Burcă-Voicu, Monica (2013), „The Competitiveness of SMEs in the EU Member States. Challenges and Lessons Ahead for Romania”, in *Studia Europaea*, No.3/2013, pp.37-60, - EBSCO, ProQuest, CEEOL;

Burcă-Voicu, Monica Ioana; Maniu, Mircea Teodor (2014), „Sme’s Internationalization - Drivers and Barriers: The Case Of Romanian Economy”, in *On-line Journal Modelling the New Europe*, Issue No. 10/2014, pp.42-54, [<http://neweurope.centre.ubbcluj.ro/wp-content/uploads/2012/05/Online-Journal-No.10-March-2014.pdf>]; –CEEOL, EBSCO, Proquest, DRJI, DOAJ, SCIPIO;

Maniu, Mircea Teodor; Burcă-Voicu, Monica Ioana (2014), „The University as a Regional Integrator. The Case of UBB within the Framework of Northwestern Development Region of Romania”, in *STUDIA EUROPAEA*, No. 2/2014, pp.5-20; - EBSCO, ProQuest, CEEOL;

Burcă-Voicu, Monica (2015), „How to communicate the Quality of the Romanian Organic Food Products”, in *Romanian Review of International Studies*, Nr. 1/2015, CEEOL;

Burcă-Voicu, Monica Ioana (2015), „The role of the agro-food SMEs for the development of the Romanian Rural Areas”, in *Studia Europaea*, No. 2/2015 - EBSCO, ProQuest, CEEOL;

Burcă-Voicu, Monica Ioana (2015), „Trade opportunities for Romania. Prospects and recorded performances of the organic food products at the level of the Romanian exports”, in *On-line Journal Modelling the New Europe*, Issue No. 15/2015 –CEEOL, EBSCO, Proquest, DRJI, DOAJ, SCIPIO;

Maniu, Mircea Teodor; Burcă-Voicu, Monica Ioana (2016), „ EU INTERNATIONAL TRADE IN TODAY’S ENTROPIC WORLD ECONOMY. A RESILIENT NEO-PROTECTIONIST PERSPECTIVE ”, in *Studia Europaea*, No. 4/2016, - EBSCO, ProQuest, CEEOL;

Burcă-Voicu, Monica Ioana; Dan, Horațiu; Maniu, Mircea Teodor; (2018), „ POLICY DESIGN FOR COMPETITIVENESS. A HETERODOX VIEW ON THE PRESENT DAY GOVERNANCE OF THE ROMANIAN ECONOMIC LIFE AND BUSINESS ENVIRONMENT ”, in *On-line Journal Modelling the New Europe*, Issue No. 25/2018 –CEEOL, EBSCO, Proquest, DRJI, DOAJ, SCIPIO;

Burca-Voicu Monica-Ioana, Oprescu Mihaela Adriana, (2019), New EU Legislative Framework for the Organic Agriculture - Opportunities and Challenges. A Legal and Economic Perspective, *in*

Monica Ioana BURCĂ-VOICU and Mihaela Adriana OPRESCU, (2020), A BRIEF ANALYSIS OF THE ENLARGEMENT PROCESS FOR THE WESTERN BALKANS STATES. SYNTHETIC EVALUATION OF THE INTEGRATION PATH WITHIN THE COMPETITIVENESS POLICY, in *On-line Journal Modelling the New Europe*, Issue No. 34/2020 – CEEOL, EBSCO, Proquest, DRJI, DOAJ, SCIOPI;

Monica Ioana BURCĂ-VOICU, Romana Emilia CRAMARENCO, (2021), Resilient Universities In Pandemic Times. The Case Of Babes Bolyai University, Romanian Journal of Regional Studies, Romania, Vol15., No2 Winter, ERIH+

Articles in International publications:

Maniu, Mircea; Kallai, Ella; Burcă-Voicu, Monica (2006), "Direct and reverse causality between teacher effect and student performance", în *International Journal for Education Law and Policy (IJELP)*, Volume 2, Issue 1-2, published by the European Association for Education Law and Policy (ELA) and Wolf Legal Publishers (WLP), Netherlands;

Articles published in conference volumes:

Burcă-Voicu, Monica (2008) "The development of the organic agriculture in the countries of the European Union. Lessons and perspectives for Romania", International Conference - "The European Union Between First and Second Wave of Enlargement Towards Central and Eastern Europe" (2006), i Al. I. Cuza University, Iași – conference volume: *Romania si Uniunea Europeana. Provocarile integrării*, editura Universitatii "Alexandru Ioan Cuza", Iasi, Romania;

Burcă-Voicu, Monica (2008), "Challenges and Opportunities for the Organic Agriculture. Attractiveness Factors for FDI in the Agro-Food Sector in Romania.", conference volume: *Foreign Direct Investment, Economic Growth and labour Market Performance: Empirical evidence from the New EU Countries*, Ed: Maria Bîrsan, Gabor Hunya, Iulia Siedschlag, Editura Fundatiei pentru Studii Europene, Cluj-Napoca, Romania, pp.211-222;

Chapters in books:

Maniu, Mircea Teodor; Burcă-Voicu, Monica Ioana; Dan, Horațiu; (2019), "Criza structurală a economiei socialiste românești", in *Economia României după Marea Unire. Vol. I Macroeconomia*, Coordonatori: Aurel Iancu și Nicolae Păun, Editura Academiei Române, București;

Nechita Radu; Burcă-Voicu, Monica (2017), "Politica industrială", în *Uniunea Europeană în contextual unei lumi în schimbare*, ed. Nicolae Păun, Editura Academiei Române, București, pp. 428-434;

Ciceo Georgiana; Burcă-Voicu, Monica (2017), "Politica Agricolă Comună", în *Uniunea Europeană în contextual unei lumi în schimbare*, ed. Nicolae Păun, Editura Academiei Române, București, pp. 435 - 442;

Mircea Maniu; Burcă-Voicu, Monica (2017), "Uniunea Europeană în contextual fluxurilor economice globale", in *Uniunea Europeană în contextual unei lumi în schimbare*, ed: Nicolae Păun, Editura Academiei Române, București, pp. 664-670;

Burcă-Voicu, Monica (2013), "Calitatea ecologică a alimentelor. Produsele alimentare ecologice în economia românească, oportunități la nivelul pieței Uniunii Europene", in *Interferențe Euro-Atlantice. 20 de ani de Studii Europene la Universitatea Babeș-Bolyai*, editori: Țărău, L.C., Melancu, Ș., Editura EFES, Cluj-Napoca, pp. 318-330;

Burcă-Voicu, Monica (2006), "Standardele – Bariere comerciale sau factori de creștere a competitivității produselor?", in the volume *Mediul European al Afacerilor*, Ed. Bîrsan, M., Editura EFES, Cluj-Napoca, Romania, pp.159-182;

Awards: 2019 - Professor Bologna Title (ANOSR - National Alliance Of Student Organizations In Romania)
2023 - Babeş-Bolyai University Excellence Award for Innovative and Cultural Services to Society

