

PERSONAL INFO



First and Last Name

Jelev Viorica

Address

Calea Moșilor, nr. 253, bl.53, scara 1, etaj 7, ap.25, sector 2, Bucharest

Phone

Fax

E-mail

jelevviorica@yahoo.com

Nationality

Romanian

Born

11.09.1957

TARGETED JOB/
OCCUPATIONAL FIELD

Spiru Haret University, Faculty of Marketing and International Business
University education

PROFESSIONAL EXPERIENCE

Time frame

2002 – 2012

Name and address of the employer

Spiru Haret University, Bucharest, Splaiul Independentei, 13 Ion Ghica Str., district 3

Type of activity or branch

Occupation or position held

Main activities and responsibilities

Education and training

Prelector

University education in economics:

- Support university courses
- Coordonating the seminar activities
- Assessment of students' knowledge
- Mentoring undergraduate work
- Dissertation guidance
- Development of educational manuals for courses taught, including electronic library resources
- Basic and applied scientific research under contracts or grants
- Development of research papers presented at national and international scientific symposia
- Coordination of student scientific works
- Develop synthesis courses taught for the faculty's virtual library
- Coordination of the students' practical work
- Making and recording televised courses
- Participate in live broadcasts dedicated to students
- Design masters
- Courses taught:
 - International Marketing
 - Marketing services 2
 - Tourism Marketing
 - Ecomarketing
 - Animation and animator in tourism – Marketing and Tourism Management masters program
 - Management of tourism - Marketing and Tourism Management masters program
 - Marketing-Management – Masters program in Marketing and Business Public Relations

1998 – 2002

Ecological University in Bucharest, Faculty of Financial Management Accounting, Bd. Vasile Milea nr.1G, district 6, Bucharest

Education and training

Lecturer

University education in economics:

- Support university courses
- Coordinating the seminar activities
- Assessment of students knowledge
- Mentoring undergraduate work
- Development of educational textbooks for courses taught
- Development of research papers presented at national and international scientific symposia
- Coordination of students scientific works
- Coordination of students' practical work
- Courses taught:
 - Economy of the company
 - General Marketing
 - Businessman's behavior
 - Communication Marketing
 - Promotional Techniques
 - Ethical and legal Behavior

1992 – 1998

Ecological University in Bucharest, Faculty of Financial Management Accounting, Bd. Vasile Milea nr.1G, district 6, Bucharest
Education and training

Assistant Professor contributor

University education in economics:

- Coordinating the seminar
- Assessment of students knowledge
- Development of research papers presented at national and international scientific symposia
- Coordination of students scientific works
- Coordination of students' practical work
- Processed courses in seminars:
 - Economy of the company
 - General Marketing
 - Promotional techniques

1990-1998

Institute of Education Sciences, Bucharest, Știrbei Vodă Street, no. 37, 010102, Romania

Scientific research

Scientific researcher

Research in science education

Contract research achievement in undergraduate education and reform of Romanian education

Participation in collective decision-making structures of education or contribute to the preparation of educational policy documents, of legislation or regulations:

a) **Contributions to the development of educational policy documents:**

- "education reform in Romania. Conditions and perspectives" ("White Book");
- "Basic Education in Romania" (study published in collaboration with UNESCO National Commission);
- National reports for the International Bureau of Education (1991-1996, annually);
- "Public consultation on the new national curriculum";
- Counselling the adults Commission - study included in the ISE research plan
- information and communication technologies in career counseling
- Study on development of compulsory education.

b) **Direct participation in the rationale, legitimacy and development of legislative texts:**

- Anthology education law in Romania;
- Education Act (dissemination and public awareness, comparative studies);
- Legislation relating to minority education (comparative study);
- The educational plans (benchmarking, pedagogical foundation proposals for new curriculum grid);
- Organization of central administration of education (comparative study on the structure of ministries of education);
- Legislation training in Romania (study published by UNESCO);
- School Regulations (proposed amendments).
- Managerial standards and managerial training
- Participation in education of children and youth in urban areas - study prepared at the request of the Ministry of Education
- European dimension: non-formal education and relationships in the formal curriculum. Methodological Guide

c) **Participation in the undergraduate educational reform operational structures activities** (Eg World Bank-funded project, the National Council for Curriculum)

d) **Publications for teachers, students, parents, decision makers in pre university** (inspectors, school heads)

e) **Participation in seminars, symposia, seminars, round tables, debates in all counties.**

f) Within the Department of Educational Technology, I have participated in drafting "Computerization Romanian pre-university education", the beneficiary being the Ministry of Education. Subthemes "Facilitating pilot schools accommodating students with new computer-based technologies" and "Preparing teachers to use new computer-based technologies in schools" gave me the opportunity to develop a "notebook initiation GW-BASIC language" and dictionary of computer terms for students and teachers. At the same major

research themes I have developed computerized case studies in North American and Canadian education. I have set up the first circle of Junior Achievement business in the country, at St. Sava National College, and then followed the generalization of this work in high-schools all over the country, thus laying the foundation of a new pedagogical approach, pragmatic, American-style, economics discipline.

g) Making educational software for high school students in Applied Economics

h) **Within the Training Department, I participated in the research theme "Technology Education Curriculum"**, the beneficiary also being the Ministry of Education through the development of a methodological guide for the teaching of Economics module at grades fifth and eighth, and an initiation program in the utilization of a computer for primary school pupils in grades fifth and sixth.

i) **Within the "VET Curriculum" project, I developed the "curriculum for entrepreneurship education" and "environmental education" subthemes.**

1986-1990

Enterprise Computing Center-Fine Mechanics, Bucharest, Str. Popa Lazar, no. 5-25, Sector 2, Bucharest

Information

Programmer Analyst gr.III

- Making research contracts in precision mechanics industry for testing and measuring instruments, milling and turning, drilling and threading, cutting, hand tools, fasteners.
- Develop a programme package for storage and movement of raw materials from the Department of tools and dies.
- For the drawing Section I developed a software for the laser's computer (unique in the country) that drilled holes in the diamonds used for wiredrawing pieces (a Romanian first)

1980-1986

Computer Center Pipera, Furniture Factory Pipera, Pipera no.49, Bucharest

Information

Analyst programmer

Creating furniture research contracts: creating a software package for storage and movement of raw materials used in section Tools-Dies-devices, which aimed mainly manufacturing cycle by integrating technical and economic optimization, ensuring maximum load capacity of manufacturing, rhythmic Tool-Device-Checkers planification, ensuring maximum efficiency of use of raw materials and technological intercorrelation between workshops and manufacturing departments. Research contracts that I have worked on had as beneficiary the Ministry of Timber Industry and numerous units in the country.

1.10.1980-30.10.1980

Computer Center - Plant Operations and wood processing, Toplița

Str. Gării, no.24, Toplița

Information

Economist

Creating furniture contract research

Professional collaboration:

1992-1994

St. Sava National College, Bucharest

Education and Training

Associate professor discipline Economics

2003-2004

Polytechnic University of Bucharest, Faculty of Electronics and Telecommunications

Education and Training

Associate contributor

Marketing Management Course

2004 - 2005

University of Oradea, Faculty of Environmental Protection

Education and Training

Associate colabotator

Course:

- General Marketing
- Agrofood Marketing

2008

Râșnov County Employment Agency

Education and training, collaboration

Support training courses for County Training Agencies in Romania in the exports field of Romanian products and services

EDUCATION AND TRAINING

Dates (from - to)
Name and type of organization /
training provider
Principal subjects / occupational
skills
Qualification / diploma obtained
Level in national or international
classification

a. Training courses

01.06.2012

Training certificate "Marketing 3.0 - Values Driven Marketing, Profitability, Returnability and Sustainability ", held by Philip Kotler, Professor of International Marketing at the Kellogg School of Management at Northwestern University

23-25.11.2010

Cartel Alfa

Seminar within the "Professional managers for tourism, hotels and restaurants" HORECA 5STELLAE, co-financed by the European Social Fund through the Sectoral operational programme "Human Resources Development 2007-2013" "Invest in people" Certificate specialization "Marketing Methods in Tourism"

16-18.11.2010

Cartel Alfa

Seminar within the "Professional managers for tourism, hotels and restaurants" HORECA 5STELLAE, co-financed by the European Social Fund through the Sectoral operational programme "Human Resources Development 2007-2013" "Invest in people" Certificate specialization "Diversification of services in Tourism"

13.10.-19.10.2010

EkoConnect - Dresden, Germany

Amtdstraße 11, D - 01099 Dresden, Germany
International Seminar "Direct marketing for organic products"
Promoting organic farming through Direct Marketing methods
Direct marketing specialist of bio products

22.01-9.02.2007

Institute of Engineering and Automation IPA Bucharest, Calea Floreasca 169, P1 Corp., et. 4, cam. 1, district 1, Bucharest
Course for knowledge transfer conducted within the project "Educating Independent Instructors eBusiness for SMEs"
Instructor in eBusiness for SMEs

02.07-12.07.1993

Junior Achievement Worldwide, USA

International Training - Applied Economics

Entrepreneurship education programs for students

International trainer Applied Economics

15.10-25.10.1994

Junior Achievement Kiev, Ukraine

International Training - Applied Economics

Entrepreneurship education programs for students

International trainer Applied Economics

b. Doctoral studies

1997-2001

Romanian Academy, National Institute of Economic Research
House of the Romanian Academy, Calea 13 Septembrie, no. 13
Scientific coordinator: **Professor Univ. Dr. Erwin Hutira**

Acad. Tudorel Postolache

Professor Univ. Dr. Cornelius Russu

Doctor in Economics 2001

PhD thesis: "**Students' efficient economic education in pre-university education**"

Doctoral studies

c. University education

1976-1980

Academy of Economic Studies, Faculty of Economic Planning and Cybernetics

Strategic planning, design and investment planning, operational research in Economics, Statistics, International Economic Relations, Accounting, Finance, Marketing, IT, Economic Cybernetics
Ability to plan all activities in the economic field and to analytically think the economic processes

Economist specializing in Planning and Economic Cybernetics

Long-term higher education

d. Undergraduate studies

1972-1976

Economic School No.1, Bucharest

General subjects: Romanian language, mathematics, English
Specialized disciplines: Accounting, Finance, Statistics, Marketing, Informatics

Ability to work in the accounting and informatics
Specialist in Economic Evidence and Planning

PERSONAL SKILLS AND COMPETENCES

Mother tongue
Foreign languages
Self evaluation

Romianian
English, French

European level (*)

Understanding				Speaking				Writing	
Listening		Reading		Spoken interaction		Oral discourse		Written expretion	
C1	Proficient user	C1	Proficient user	B1	Independent user	B1	Independent user	B1	Independent user
A1	Basic user	A1	Basic user	A1	Basic user	A1	Basic user	A1	Basic user

English

French

Social skills and competences

Dialogue and communication skills,
Analysis ability
Ability to work in team and individual, team spirit,
Communication and relationship skills gained from activities with pupils and students

Organisational skills and competences

Experienced in team or project management gained within the projects conducted at all the institutions where I worked
Coordinating a working team

Technical skills and competences

A good command of quality control processes of laser processed diamonds, skill acquired following laser programming work in the company of Mechanics, where we realize software for diamond drilling. I was the only specialist in this field in the country

Computer skills and competences

PC operation in most programs necessary for carrying at an institution
- I have the necessary skills for Microsoft Office tools: Word, Excel, PowerPoint
- HTML
- Basic knowledge of computer graphics applications

Driving license

B

Other skills and competences

Hobbies: alternative medicine (diploma in Tibetan treatment method PRANANADI), astrology (training courses), aerobics

ADDITIONAL INFO

Volunteering activities:

In the period 1990-1994, within Soros Foundation, I taught courses for teachers in school education on issues of Applied Economics and initiation PC

Extra-professional activities:

- Associate professor at the National Training Center of its staff in the ANOFM Râșnov
- Member of the Environmentalists in Romania Forum

ATTACHMENTS

a. Attached documents

1. "Junior Achievement" certified international trainer copy
2. "eBusiness" certificate trainer copy
3. "Direct marketing for organic products" specialization certificate copy
4. "Marketing Methods in Tourism" certified copy of specialization
5. "Diversification of tourism services" specialist certified copy
6. Marketing 3.0 certified copy of specialization

b. Publications and research contracts

A1. Papers published in specialized magazines

1. *The Energy-Environment-Marketing Relationship in the Context of Romania's Integration in the European Union.* - Journal of "Economic Alternatives"
2. *Environmental regulations in Energy sector and related education systems* - „Annals Universitatis Apulensis” magazine, *Oeconomica series*
3. *Marketing and Environmental Education* - Annals of University of Bucharest, *Economic and Administrative Series* - emerging
4. *Environmental regulations in energy sector and related education systems* - Education and Creativity for a Knowledge Society *Economic Science, IIIrd edition Romania*
5. *Energy, environmental regulations and educational systems* - *National Review*, no. 498, 14.12.2009
6. *The services are saving us!* - *The Economist*, ISSN 1221-8669-13.10.2008
7. *Marketing services* - *The Economist* 20/10/2008
8. *Romanian agricultural bio-products and European competitiveness* - *Annals USH Year 7, No. 7, 2007*
9. *The state and the economic recovery*, *Annals USH*, nr.10, vol.II,2010, emerging
10. *An economy revival lesson for engineers*, *Bulletin AGIR*, ISSN 1224-7928, Year XV, nr.2-3-April – September, 2010
11. *Romanian eco-marketing and European competitiveness*, *Bulletin AGIR*, ISSN 1224-7928, Year XV, nr.2-3-April – September, 2010

A2. Papers published in specialized magazines Coauthor

1. Ioan Jeleu, Viorica Jeleu - *The economic environment and obstacles in accessing EU funds after adherence, public utilities communal services Magazine*, 1454-332X, anul XVI, November
2. Ioan Jeleu, Viorica Jeleu – *The energy-environment relationship in the context of the European regulations* - *Emerg magazine*, emerging - ed. AGIR
3. Ioan Jeleu, Viorica Jeleu - *An Ecohydrological approach of the Danube River, and the "enviroGRIDS" project*-*International journal Ecohydrology & Hydrobiology*, ISSN (printed): 1642-3593. ISSN (electronic): 2080-3397 2012

B1. Articles in proceedings of international symposia

1. *Marketing and Environmental Education - Student's Book* - Scientific publication of international communications session, University of Bucharest - The International Conference on Economics and Administration, ICEA, University of Bucharest. The volume will be included in the database ISI Thompson in "The International Journal of Innovation in the Digital Economy", an official publication IGI-Global, USA, journal indexed in the database Info-Sci Journal "Manager", official publication of the Faculty of Administration and Business, University of Bucharest, is currently indexing in EBSCO databases the *European Research Studies Journal*, a publication aimed at disseminating the studies from the Economics and Business perimeter
2. *Environmental regulations in energy sector and related education systems* - Education and Creativity for a Knowledge Society *Economic Science, IIIrd edition Romania*
3. *Tourism and the economic recovery* - vol. 1 *Economic Growth in Conditions of Globalization* - Institute of Economy, Finance and Statistics Chisinau, Moldova 18 to 19 Oct. 2012

B2. Articles in proceedings of symposia with international participation

1. "Spiru Haret University and the Economic Crisis", Spiru Haret University - USH
2. *Employees, "ambassadors" for service companies* National Employment Agency Employment, Râșnov
3. *Energy, environmental regulations and educational systems* - National Conference with International Participation "Sustainable Development and Renewable Energy" November 27, 2009, USH
4. "Sustainable Development and Renewable Energy", volume included in the international database RePEc and IDEAS - University of Connecticut, Department of Economics
5. "New perspective of the SMEs business environment in Romania and in the European Union", organized by USH, 26.05.08
6. "Quality Management In Higher Education" - 7-8 April 2006, Spiru Haret University

C. Articles in proceedings of national symposia

1. *The state and the economic recovery* – Symposium of the teachers from USH, 15.05.2010
2. *Spiru Haret and the economic crisis, international symposium, "The Role of the University in the analysis of the current economic crisis"*, May 28, 2009
3. *Employees "ambassadors" of service enterprises, The Second National Symposium with international participation* Gheorghe Raboaca, June, 2009, Râșnov
4. *Spiru Haret University and the Economic Crisis* -The annual scientific communication conference of pedagogic staff with international attendance, 28th of May 2009 USH
5. *The Energy-Environment-Marketing Relationship in the Context of Romania's Integration in the European Union* - Second International Conference: Sustainable development and competitiveness, 25-26 September 2009, UNWE, Sofia, BULGARIA
6. *The impact of human activities on the Danube River and Danube Delta. Solutions for the Danube River* - 6th Meeting of the UNESCO-BRESCE European Working Group for Estuaries and Coastal Ecohydrology 21st-24th October 2009, Chongqing University, China
7. *Environmental regulations in energy sector and related education systems – international conference Challenges of contemporary knowledge-based economy (icmea)*, Alba Iulia, 2009
8. *Marketing and environmental education* - the international conference on economics and administration, ICEA, University of Bucharest, 2009
9. *Environmental regulations in the energy sector and related education systems* - International Conference Education and Creativity for a knowledge-based society - 3rd edition - Titu Maiorescu University, 2009

10. Energy, environmental regulations and school systems - national conference "Sustainable and Renewable Energy" November 27, 2009, USH
11. "Services to the population in Romania, 2008: transportation, tourism, education" - paper supported at The Annual Session of Teachers of economic faculties USHB, "Economy, Integration, Efficiency" May 9, 2008, CD and book printed by Romania of Maine Foundation, ISBN :978-973-163-230-8
12. Agrotourism, a family business - international seminar "New perspective of the SMSs business environment in Romania and in European Union", organized by USH, 26.05.2008
13. Ecohydrology and water resources management – work presented during the 5th Meeting of the UNESCO-BRESCE European Working Group for Estuaries and Coastal Ecohydrology, 15-17 sept.2008, Nea Peramos, Kavala, Grecia
14. The economic environment and obstacles in accessing EU funds after adherence "National Conference with International Participation OF PUBLIC SERVICES AND THE LOCAL PUBLIC DEVELOPMENT SHOW ROOM, with international participation Brasov, 23-25.10.2008
15. "Indicators for assessing climate changes and some aspects specific to the mountain area" Mountain Forum in Romania - International Mountaineering Partnership - "International Mountain Day", December 11, 2007, ASAS, Bucharest
16. "Integrated water management according to the Summit on Sustainable Development in Johannesburg - 2002" National Conference of INHGA "Management of water resources at risk.", Bucharest, Romania, 2-4 October 2007
17. "The management of Quality in Higher Education"- Paper presented at the International Scientific Symposium „Quality Management In Higher Education”-7-8 April 2006, Spiru Haret University - work is on CD
18. "Transformation of the Romanian economy in a competitive economy" - paper presented at the teaching staff's session of scientific communications " The efficiency and competitiveness of the Romanian economy and economic policy Nowadays ", April 28, 2006, USH, The Faculty of Financial Management and Accounting, Department of Marketing and Foreign Trade, Department of Finance and Banking
19. "Romanian agricultural bio-products in European competitiveness", paper presented within the teaching staff's scientific communication Session, 26 to 27 April 2007, USH Faculty of Marketing and International Business, Faculty of Financial Management and Accounting, Faculty of Finance and Banks
20. "Ecohydrology and water resources management" - paper presented at the International Conference on Hydrological Hazards, November 6 to 8, 2006, under the patronage of the Ministry of Environment and Water Management, the Academy of Agricultural and Forestry Sciences, held at the National Institute of Hydrology and Water management
21. The role and priorities of the Romanian National Committee "Man and Biosphere" by UNESCO applied at Rodna Mountains National Park, Biosphere Reserve, paper presented at the First European Forum of Journalists, Tg. Jiu, 10 to 11 September 2010
22. Tourism marketing and sustainable development in Romania - Second Conference - Sustainability and Renewable Energies ", Faculty of Finance and Banking, USH, December 10, 2010
23. An Ecohydrological approach of the Danube River, and the "enviroGRIDS" project - The 2nd Conference on Healthy Rivers and Sustainable Water Resource Management – International conference, 20-22 October 2011, Chongqing University, China
24. E-commerce businesses - GpeC conference, 22 November 2011, Bucharest
25. Innovation in IT: Solutions for IMMs, The Wall Street conferences - 23 November 2011
26. Public services marketing - Public Services International Conference "Public services as a means of local development, Public Service Employers in Romania - Brasov, 9 to 11 November 2011
27. Tourism Employers priorities, Romanian Tourism Employers Federation - Bucharest, November 4, 2011
28. MARKETING IN THE ROMANIAN TOURISM. CONSTRAINTS AND PERSPECTIVES - Symposium USH - The right to welfare - the future of the Romanian economy, January 20, 2011
29. Conf univ dr Jeleu Viorica, Ing drd Codreanu Iulian: „Legislatia de mediu in sectorul energetic si reflectarea acesteia in sistemul de educatie"
(Environmental legislation in the energy sector and its reflection in the education system).
Russian title: Природоохранное законодательство в области энергетики и ее отражение в системе образования, Electronic magazine, International Conference, Moscow, Russia, January 23 to 27, 2012
30. TOURISM AND THE ECONOMIC RECOVERY International Conference of Scientific Practice, Seventh Edition, GROWTH UNDER GLOBALIZATION, Chisinau, Scientific Session "ROLE OF STATISTICS IN THE KNOWLEDGE-BASED SOCIETY" Institute of Economy, Finance and Statistics, Academy of Sciences, 18 to 19 October 2012
1. Services provided to people in Romania 2008 conferinta cadrelor didactice USH
 2. Global appearance of water resources 2008 Simpozion national Energie Mediu-Academia Română
 3. Romanian agricultural bio products and European competitiveness Conferinta cadrelor didactice USH-2008
 4. Integrated water management in the vision of the Summit on Sustainable Development in Johannesburg - 2002
 5. NATURA 2000 network of protected areas- Conference on Mountain Areas „Towards Integrated Mountain Area Development and its recognition in the Common Agricultural Policy – Shaping the New European Space 4 – 6 october 2007, Piatra Neamt, România.
 6. State and the economic recovery Conferinta cadrelor didactice USH – 2010

D. Papers presented home and abroad

1. *The state and the economic recovery – Symposium of the teachers from USH, 15.05.2010*
2. *Spiru Haret and the economic crisis, international symposium, "The Role of the University in the analysis of the current economic crisis", May 28, 2009*
3. *Employees "ambassadors" of service enterprises, The Second National Symposium with international participation Gheorghe Raboaca, June, 2009, Râșnov*
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6. *The impact of human activities on the Danube River and Danube Delta. Solutions for the Danube River - 6th Meeting of the UNESCO-BRESCE European Working Group for Estuaries and Coastal Ecohydrology 21st-24th October 2009, Chongqing University, China*
7. *Environmental regulations in energy sector and related education systems – international conference Challenges of contemporary knowledge-based economy (icmea)", Alba Iulia, 2009*
8. *Marketing and environmental education - the international conference on economics and administration, ICEA, University of Bucharest, 2009*
9. *Environmental regulations in the energy sector and related education systems"- International Conference Education and Creativity for a knowledge-based society - 3rd edition - Titu Maiorescu University, 2009*
10. *Energy, environmental regulations and school systems - national conference "Sustainable and Renewable Energy" November 27, 2009, USH*
11. *"Services to the population in Romania, 2008: transportation, tourism, education" - paper supported at The Annual Session of Teachers of economic faculties USHB, "Economy, Integration, Efficiency" May 9, 2008, CD and book printed by Romania of Maine Foundation, ISBN :978-973-163-230-8*
12. *Agrotourism, a family business - international seminar "New perspective of the SMSs business environment in Romania and in European Union", organized by USH, 26.05.2008*
13. *Ecohydrology and water resources management – work presented during the 5th Meeting of the UNESCO-BRESCE European Working Group for Eastuaries and Coastal Ecohydrology, 15-17 sept.2008, Nea Peramos, Kavala, Grecia*
14. *The economic environment and obstacles in accessing EU funds after adherence "National Conference with International Participation OF PUBLIC SERVICES AND THE LOCAL PUBLIC DEVELOPMENT SHOW ROOM, with international participation Brasov, 23-25.10.2008*
15. *"Indicators for assessing climate changes and some aspects specific to the mountain area" Mountain Forum in Romania - International Mountaineering Partnership - "International Mountain Day", December 11, 2007, ASAS, Bucharest*
16. *"Integrated water management according to the Summit on Sustainable Development in Johannesburg - 2002" National Conference of INHGA "Management of water resources at risk.", Bucharest, Romania, 2-4 October 2007*
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19. *"Romanian agricultural bio-products in European competitiveness", paper presented within the teaching staff's scientific communication Session, 26 to 27 April 2007, USH Faculty of Marketing and International Business, Faculty of Financial Management and Accounting, Faculty of Finance and Banks*
20. *"Ecohydrology and water resources management" - paper presented at the International Conference on Hydrological Hazards, November 6 to 8, 2006, under the patronage of the Ministry of Environment and Water Management, the Academy of Agricultural and Forestry Sciences, held at the National Institute of Hydrology and Water management*
21. *The role and priorities of the Romanian National Committee "Man and Biosphere" by UNESCO applied at Rodna Mountains National Park, Biosphere Reserve, paper presented at the First European Forum of Journalists, Tg. Jiu, 10 to 11 September 2010*
22. *Tourism marketing and sustainable development in Romania - Second Conference - Sustainability and Renewable Energies ", Faculty of Finance and Banking, USH, December 10, 2010*
23. *An Ecohydrological approach of the Danube River, and the "enviroGRIDS" project - The 2nd Conference on Healthy Rivers and Sustainable Water Resource Management – International conference, 20-22 October 2011, Chongqing University, China*
24. *E-commerce businesses - GpeC Conference, 22 November 2011, Bucharest*
25. *Inovation in IT: Solutions for IMMs, The Wall Street conferences - 23 November 2011*
26. *Public services marketing - Public Services International Conference "Public services as a means of local development, Public*

27. *Tourism Employers priorities*, Romanian Tourism Employers Federation - Bucharest, November 4, 2011

28. *MARKETING IN THE ROMANIAN TOURISM. CONSTRAINTS AND PERSPECTIVES - Symposium USH - The right to welfare - the future of the Romanian economy*, January 20, 2011

29. *Conf univ dr Jelev Viorica, Ing drd Codreanu Iulian: „Legislatia de mediu in sectorul energetic si reflectarea acesteia in sistemul de educatie”*
(*Environmental legislation in the energy sector and its reflection in the education system*).
Russian title: *Природоохранное законодательство в области энергетики и ее отражение в системе образования*, *Electronic magazine, International Conference, Moscow, Russia, January 23 to 27, 2012*

30. *TOURISM AND THE ECONOMIC RECOVERY International Conference of Scientific Practice, Seventh Edition, GROWTH UNDER GLOBALIZATION, Chisinau, Scientific Session "ROLE OF STATISTICS IN THE KNOWLEDGE-BASED SOCIETY" Institute of Economy, Finance and Statistics, Academy of Sciences, 18 to 19 October 2012*

31. "Market economy or greed", Workshop USH-2012, "Policy of economic life", December 19, 2012, Bucharest

E. Books, monographs, university courses, textbooks published

1. *Educating business conduct, Didactic and Pedagogic*, Bucharest, 1995, ISBN 973-30-4084-5;
2. *Marketing general* (coordinator Victor Platon), Romanian Atheneum, Bucharest, 1998;
3. *Business economy - lecture notes*, Romanian Atheneum, Bucharest, 1998;
4. *Firm Economics*, Romanian Atheneum, Bucharest, 2000, ISBN 973-8061-30-X;
5. *Verbal and nonverbal General Marketing - Volume 1*, Romanian Athenaeum, Bucharest, 2000;
6. *Verbal and nonverbal General Marketing - Vol 2*, Romanian Athenaeum, Bucharest, 2000;
7. *Business conduct*, Romanian Atheneum, Bucharest, 2000
8. *General marketing - theory and applications*, Romanian Atheneum, Bucharest, 2000;
9. *Promotional communication techniques*, Romanian Atheneum, Bucharest, 2001, ISBN 973-8061-48-2;
10. *Generating business conduct*, Romanian Atheneum, Bucharest, 2001, ISBN 973-8061-62-8;
11. *Ethics, diplomacz and business conduct*, F & F Publishing International, Gheorghieni, 2001, ISBN 973-85096-4-5;
12. *Promotional communication*, F & F Publishing International, 2001, ISBN 973-85096-7-X;
13. *Communication through marketing - description of concepts*, F & F Publishing International, 2001, ISBN 973-85096-5-3;
14. *Communication through marketing - tests and solutions*, F & F Publishing International, 2001, ISBN 973-85096-6-1;
15. *Agricultural and food economy - Lecture notes*, University of Oradea Publishing House, 2005, ISBN 973-613-881-X;
16. *Common agricultural policy and the agrifood economy*, University of Oradea Publishing House, 2005, ISBN 973-613-826-7;
17. *International Marketing - Course Notes*, Romania of Tomorrow Foundation, 2006, ISBN 973-725-398-1;
18. *International Marketing - Course Notes, 2nd edition*, Romania of Tomorrow Foundation, 2007, ISBN 978-973-725-780-2;
19. *The marketing of services - Course Notes, Volume 1*, published by Romania of Tomorrow Foundation, 2009, ISBN 339-138-338-46;
20. *The marketing of services - Course Notes, Volume 2*, Romania of Tomorrow Foundation, 2008, ISBN 978-973-163-211-7;
21. *The marketing services, technology course ID FR*, 2012, ISBN 978-973-163-691-7;
22. *Tourism marketing - RF ID technology course*, Romania of Tomorrow Foundation, 2012, ISBN 978-973-163-789-1;
23. *Ecomarketing, RF ID technology course*, Romania of Tomorrow Foundation, 2012, ISBN 978-973-163-827-0;
24. *International Marketing - RF ID technology course*, Romania of Tomorrow Foundation, 2006, ISBN 978-973-163-694-8;
25. *International tourism*, Romania of Tomorrow Foundation, 2012, ISBN 978-973-163-832-4;
26. *Tourism marketing*, Romania of Tomorrow Foundation, 2012, ISBN 978-973-163-976-5

F. Research contracts:

1980-1986

1. *Database design and normalization for designing furniture production* - CPL Pipera
2. *Structuring and modernization of reference data necessary for designing furniture production*, CPL Pipera
3. *Designing, launching and following the production of furniture* (Clients: CPL Pitesti, Oradea, Cluj, Iasi, Suceava, Bucharest) CPL Pipera

1986-1990

4. *Management system of databases on wages, labor, social parts, amortization of fixed assets* - IMF Bucharest
5. *Designing computer programs for drawing wire laser* - IMF Bucharest
6. *Software package on the storage and movement of raw materials under the the Department of Tools and Dies IMF Bucharest* (Clients: IMF Bucharest, Sinaia IMF, IMF Nonferrous Bucharest, Bucharest IMF Diamond Tools section)

1990-1998

7. *Informatization of Romanian education: development of databases and educational software, teaching guides and books for teachers and students* - Institute of Education Sciences Bucharest
8. *of Romanian education reform: the informatization of school education - ISE in collaboration with the Ministry of Education - developing educational software in the economic field of education undergraduate education*
9. *Study on "Curriculum for vocational and technical education"*
10. *Study on "Teacher training in technical and vocational education in computer science"*
11. *Study on "Technological education in secondary education"*
12. *Study on "Environmental Education in vocational and technical education"*
13. *Study on "Entrepreneurship in vocational and technical education"*
14. *Curriculum development for entrepreneurship education - ISE*
15. *Methodological Guide Development for teaching Entrepreneurship module for secondary education - ISE*
16. *Study on the situation of graduates vocational and technical education*

17. Study on "psychopedagogical preparation of teachers of vocational education"
18. Study on "Training the trainers in undergraduate education"
19. Study on "Development of educational materials for staff development in school education" (contract beneficiaries: Ministry of Education and Research and undergraduate education units in the country.)

2006

International project - project manager

20. International project of professional training for students (Mobility) Leonardo da Vinci: RO/2006/97022 "Marketing of organic products"

2008

Design Masters programs - Program Director

21. Design of the EcoMarketing and Environmental Management masters program
22. Design of the Marketing and Touristic Management masters program

2008-2011

Projects financed from EU funds

23. Râșnov County Agency for Employment project "Education and formation of specialists in the field of exporting Romanian products and services", 2008
24. HORECA project "professional manager for tourism, hotels and restaurants" - training specialists in tourism, 2010

Associate Professor PhD. Viorica Jelev

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